#1582

Presenting

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

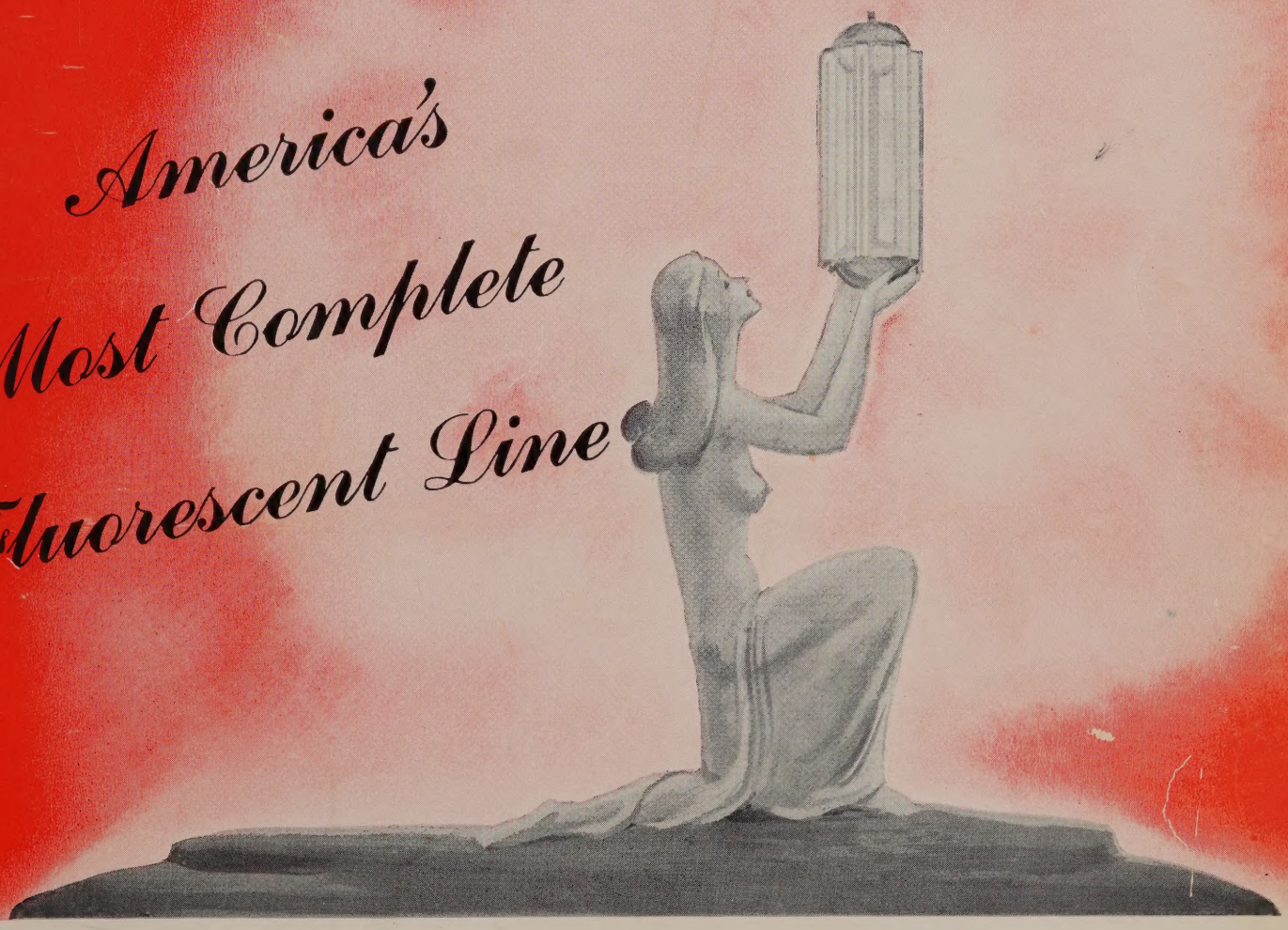
FLUOR-O-MASTER

Trade Mark Reg. U. S. Pat. Office

FLUORESCENT LIGHTING

SEP 17 1941

America's Most Complete Fluorescent Line



Manufactured By

ELECTRO MANUFACTURING COMPANY

2000 West Fulton Street Cable Address "Electroman" **Chicago, Illinois**

© 1941, Electro Mfg. Co.

En Garde

"Seller's market" is a phrase you frequently hear today. This phrase is the child of an illusion. Shortage of materials for peace-time commodities, caused by priorities, will not last forever.

We do not believe in a "seller's market."

Manufacturers who use present conditions as an excuse for exorbitant prices, manufacturers who discriminate on deliveries, and those who palm off curtailed quality will some day have to make their peace with their customers. Customers are looking for goods today—but tomorrow goods will be looking for customers.

THEREFORE, we make this pledge: We shall remain constantly "En Garde" to protect our customers against "seller's market" practices.

We will, to the best of our ability, maintain the high quality of our product and our service. . . . We will not discriminate between large customers and small in making deliveries. . . . We will continue our tireless research in quest of ever-finer lighting at ever lower cost. ON THE FOLLOWING PAGE IS A PAGE OF TERMS, ADOPTED TO MAKE POSSIBLE CONTINUATION OF THESE POLICIES.

V. N. NEMEROFF
ELECTRO MANUFACTURING COMPANY
CHICAGO

Important Notice

BECAUSE OF THE EMERGENCY All of our sources of supply are billing us for materials at prices prevailing at time of delivery and we must, therefore, make all sales subject to the following conditions.

1. All orders accepted at the prevailing prices in effect on day shipment is made.
2. We reserve the right to add to our selling price any authorized State or Federal tax that may be imposed upon us.
3. Delivery of all orders accepted is dependent upon our ability to secure materials.
4. Better service can be given if you will indicate whether merchandise is to be used on a Government Contract or Project concerned with National Defense. Forward us your Preference Rating Certificate, Form PD-3 with order.

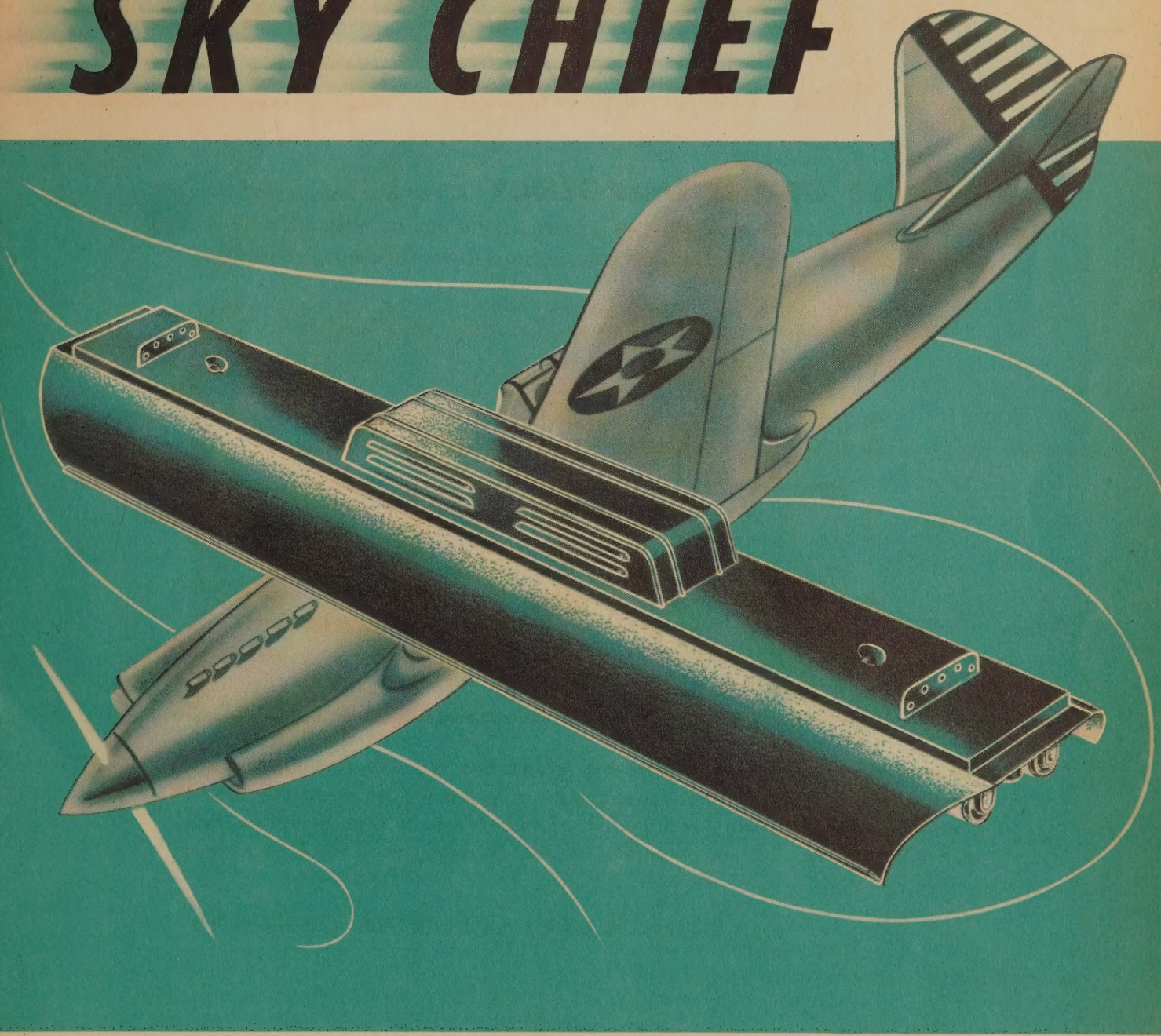
We want all of our distributors to understand that we will continue to deal fairly with them and will not raise any prices unless we are absolutely forced to do so. Our huge buying power permits us to purchase in large quantities, and we are certain that we will be among the last to raise prices when necessary.

ELECTRO MANUFACTURING COMPANY

Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office

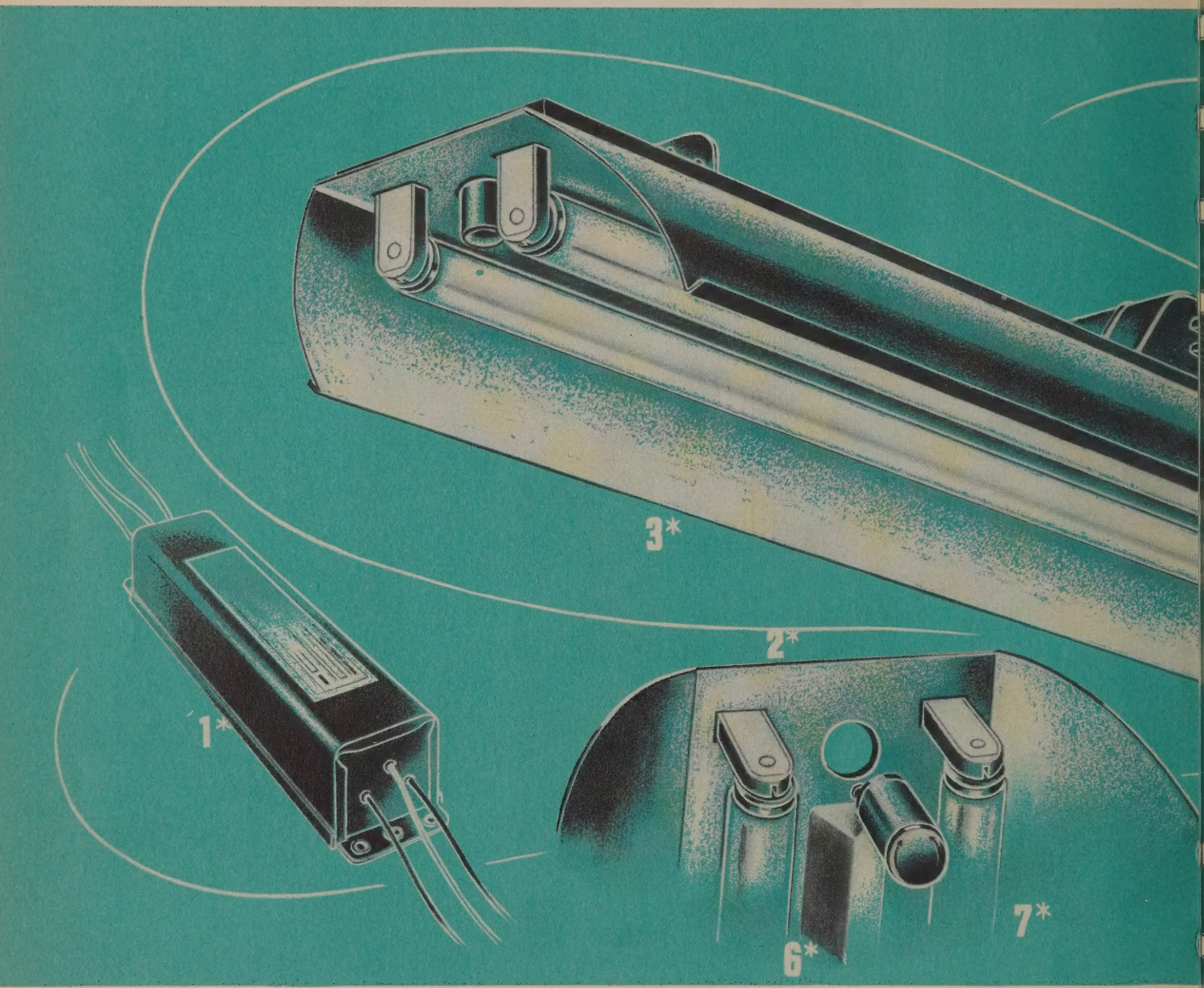
SKY CHIEF



FOR TOPFLIGHT PERFORMANCE

Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office



MODEL 248-B

$19.95 LIST LESS LAMPS

For installation with conduit or BX. Takes two 40 watt T-12 fluorescent lamps. Dimensions: 51¼" x 13¾" x 7¼" high. Shipping weight 38 lbs. Gray hammerloid finish — white "liquid plastic" reflector. For 110-125 volt. Also available for 220-250 volt 60 cycle AC. High Power Factor Corrected.

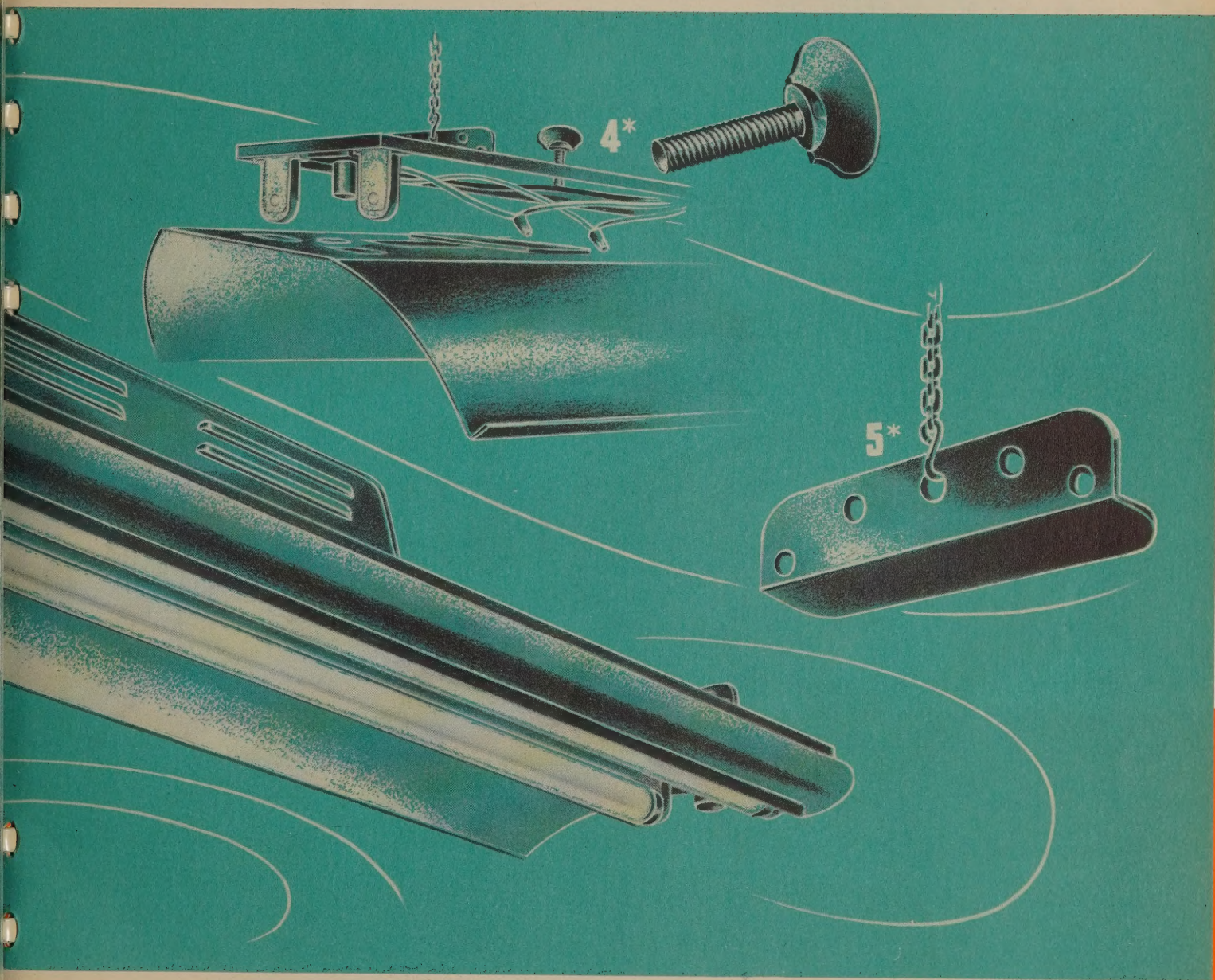
MODEL 248A—COMPLETE WITH 6 FOOT CORD AND PLUG AND ONE PAIR 6 FOOT SUSPENSION CHAINS. **$21.20** LIST LESS LAMPS

FLUORESCENT STREA

HERE industrial lighting reaches its peak of perfection. Never before has any unit, *regardless of price* offered all these scientific advantages. The reflector surface, drawn from a single sheet of steel unbroken by nuts or bolts, is lined with amazing, new "Liquid Plastic" for maximum whiteness and highest reflectivity obtainable. "Liquid Plastic" is an exclusive Fluor-O-Master feature, guaranteed for life against chipping, cracking or tarnishing. Per-

All Prices slightly higher West of Rockies. Union Made by Members of the International Brotherhood of Elec. Workers, A. F. of L.

SKY CHIEF



LIGHT for INDUSTRY

fect 75 degree reflector cut-off and V-body assures uniform distribution of extreme high level illumination over a broad area. Maintenance is greatly simplified. Starter is replaceable without removing lamps. Turning 2 thumb screws drops reflector, exposing all wiring. 4 knock-outs provide for any type of installation. 5-hole chain bracket permits suspension at any angle. Eliminate eye strain and fatigue, step-up production with this great Fluor-O-Master.

1. FINEST UNDERWRITER'S APPROVED BALLASTS
2. REPLACE STARTERS WITHOUT REMOVING LAMPS
3. LIFETIME "LIQUID PLASTIC" REFLECTOR SURFACE
4. TWO THUMB SCREWS INSTANTLY EXPOSE ALL WIRING
5. SUSPEND FROM ANY ANGLE
6. SCIENTIFIC 75° "V" REFLECTOR
7. NO NUTS OR BOLTS ON REFLECTOR

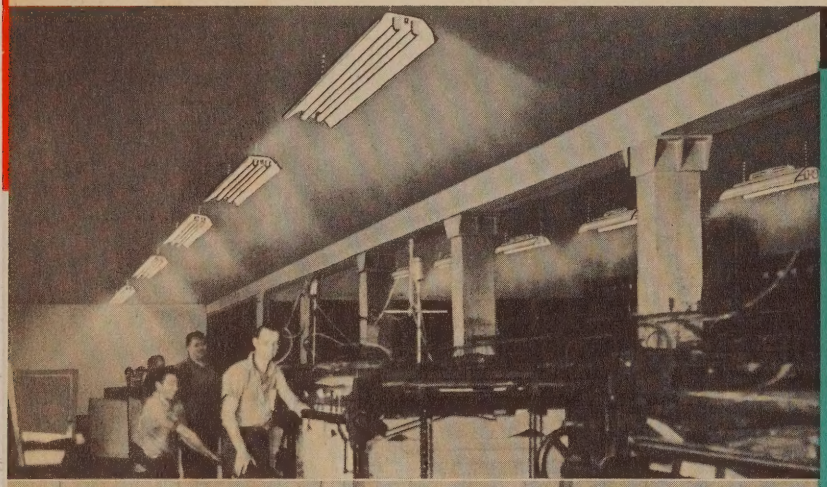
TRIPLE GUARANTEE

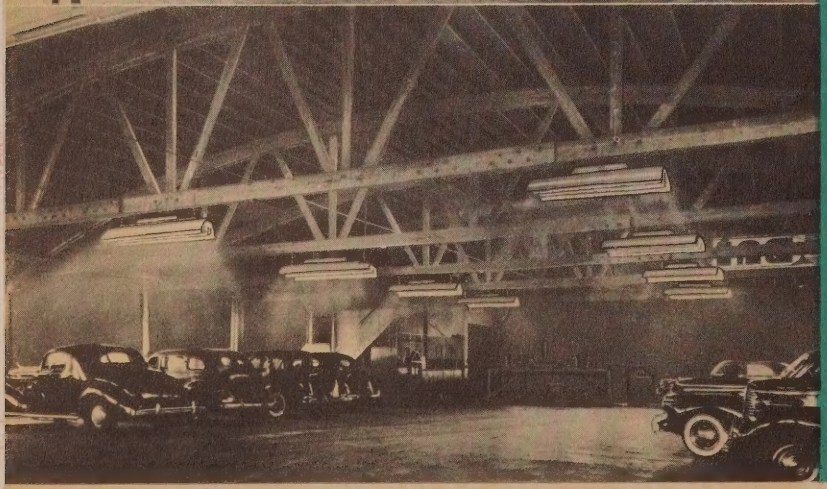
UNDERWRITERS LABORATORIES APPROVED

Fluor-O-Master SKY CHIEF

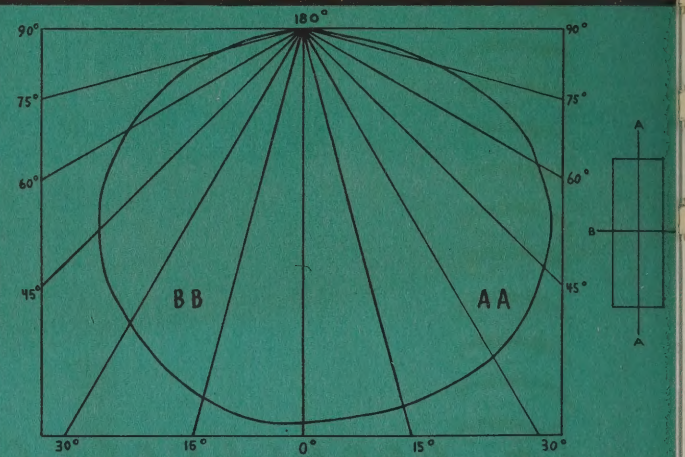
Trade Mark Reg. U. S. Pat. Office

FOR BETTER LIGHTING UNDER ALL CONDITIONS





ILLUMINATION AREA CHART



Guide for estimating number of 248B Fluor-O-Master Sky Chiefs required for 25 footcandle installations using white lamps. Divide your particular room area by the service area given below to obtain the number of fixtures required for 25 footcandles.

SERVICE AREA OF ONE 248B SKY CHIEF FLUOR-O-MASTER For 25 Footcandles			
	FINISH	SQ. FT. COVERAGE	MTG. CENTERS
LARGE ROOMS Width approximately 4 times height.	LIGHT	92	9′ 7″
	MEDIUM	88	9′ 4″
MEDIUM ROOMS Width approximately 2 times height.	LIGHT	80	8′ 10″
	MEDIUM	72	8′ 6″
SMALL ROOMS Width approximately equals height.	LIGHT	64	8′ 8″
	MEDIUM	60	7′ 9″

(Normal Mounting Height 9′8″.)

Fluor-O-Master PRODUCTS

Guarantee

This certified Fluor-O-Master when properly installed and equipped with lamps meeting U. S. Government purchase specifications is guaranteed to be free from defects in material, workmanship or assembly for a period of ninety (90) days from date of delivery to purchaser. Should any such defects appear within that time and under normal conditions of use, the undersigned company will furnish new material or parts in exchange for any found defective and will correct any faulty workmanship.

FLUOR-O-MASTER PRODUCTS

PRINTED IN U.S.A.

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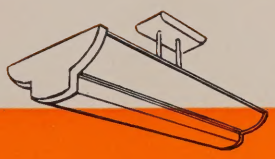
THE MAGIC OF

Plastic

GLORIFIES ANOTHER GREAT FLUOR-O-MASTER



Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office

MASTERPIECE

The Fluorescent Unit that Filters Out Glare with a "Sieve" of Plastic

Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office

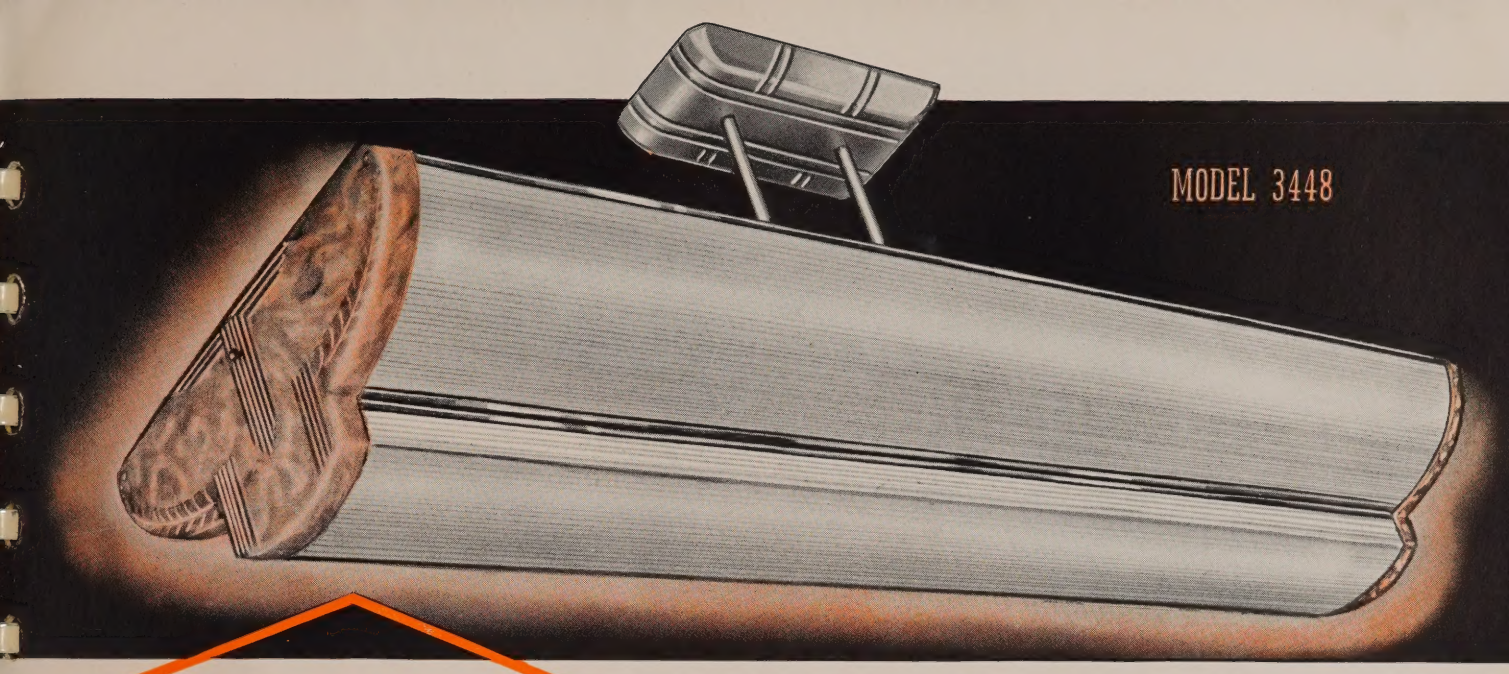
MASTERPIECE

Completely Plastic-cased • No Blind Spots • Light in all Directions

FILTERED THRU A SIEVE OF PLASTIC

Light crystal clear and cool as the sparkling water of a mountain stream! Radically new, different, this strikingly beautiful Fluor-O-Master represents the greatest advance in fluorescent lighting. Exquisitely designed end-crowns of translucent onyx-like plastic help eliminate blind spots. The handsome plastic shields which conceal the lamps resemble frosted glass in appearance, yet add much less to shipping weight. They are unbreakable, and tho almost as flexible as cloth, cannot be dented, as material instantly springs back into shape. Shade provides extremely efficient light transmission, highest ever obtained. Like light from another world, the glareless, shadowless, restful rays of this glorious creation will lend distinction to office, showrooms, auditoriums, lobbies, theatres. Ideal, too, for factories and laboratories. Vastly increases illumination without increasing current consumption or power load — and without expensive added outlets.

ALL OF THE LIGHT, NONE OF THE GLARE!

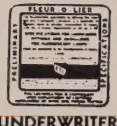


Fluor-O-Master FILTER LIGHT

MODEL 3448 Takes four T-12 40 watt, 48" fluorescent lamps. Translucent plastic shields filter out glare, diffuse light without appreciable loss. Body dimensions: 50" long, 15¾" wide; 7" high. Height overall: 37". Satin silver cadmium-plated canopy and stem. "Liquid-plastic" high reflection white body finish. Translucent Fluor-O-Glow plastic ends.

$49.50 LIST LESS LAMPS

Either Model Illustrated



UNDERWRITERS LABORATORIES APPROVED

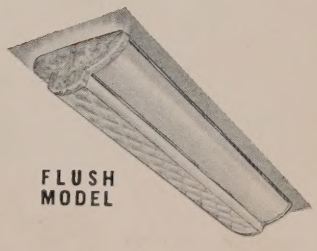
Fluor-O-Master LOUVRE LIGHT

MODEL 4448 Illustrated below. Takes four T-12 40 watt, 48" fluorescent lamps. Louvre is scientifically designed to concentrate light downward. Body dimensions: 50" long, 15¾" wide; 7" high. Height overall: 37". Satin cadmium plated canopy and stem. "Liquid plastic" high reflection life-time white body finish. Translucent Fluor-O-Glow plastic ends.

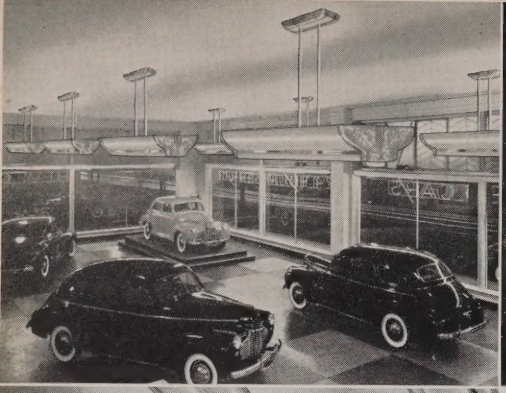
THESE PRICES APPLY TO BOTH FILTER AND LOUVRE MODELS

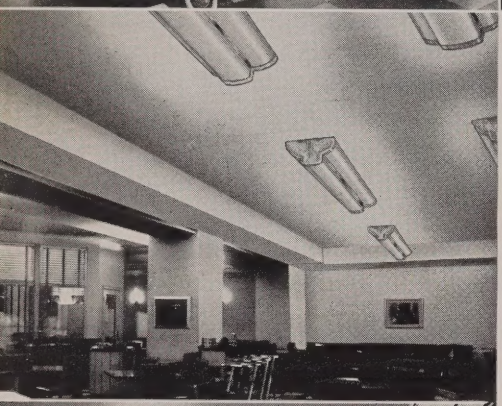
	Fixtures with Canopies		*Flush Mounting*	
DESCRIPTION	48" TWO-LITE	48" FOUR-LITE	48" TWO-LITE	48" FOUR-LITE
FILTER MODEL NO.	3248	3448	3248F	3448F
LOUVRE MODEL NO.	4248	4448	4248F	4448F
110-120 V. A.C. 60 CYCLE HIGH POWER FACTOR	$32.50	$49.50	$31.00	$48.00

Prices are list, less lamps. All prices slightly higher West of Rockies. Write for supplementary price list for special voltages and/or frequencies. Union Made by Members of the International Brotherhood of Elec. Workers, A. F. of L.



FLUSH MODEL

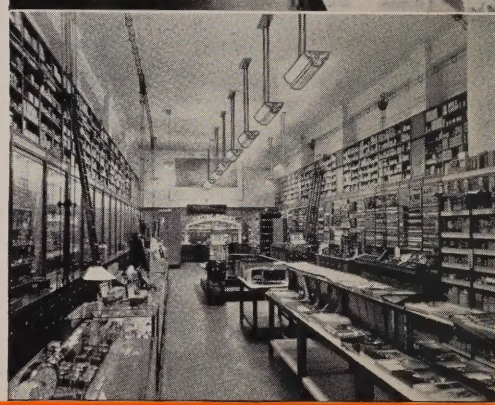




SUITABLE FOR

DEPARTMENT STORES
. . . DINING ROOMS
. . . LIVING ROOMS
PUBLIC BUILDINGS
. . . OFFICES
. . . HOTELS
RESTAURANTS
. . . DISPLAY ROOMS
. . . LOBBIES
INSTITUTIONS, TAVERNS

The applications of the Fluor-O-Master Masterpiece are truly infinite, for it harmonizes with any style of architecture and interior decoration. It is the outstanding creation of famed industrial designer Victor A. Dockendorff.



FLUOR-O-MASTER PRODUCTS

Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office

MASTERPIECE

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PRINTED IN U.S.A.

BULLETIN 125

ELECTRO'S NEW

Fluor-O-Master

Trade Mark Reg. U.S. Pat. Office

ROYAL

With Fluor-O-Glow Plastic Ends

The First Fluorescent Fixture That Brightens In All Directions

ELECTRO'S NEW

Fluor-O-Master

Trade Mark Reg. U.S. Pat. Office

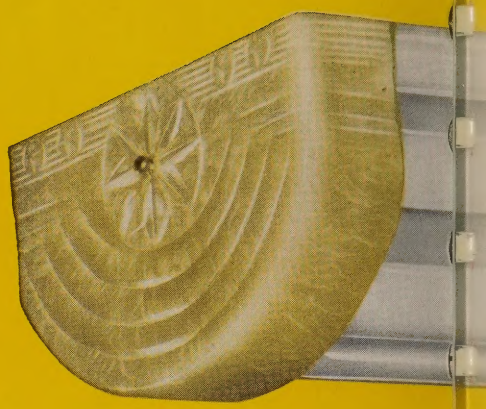
ROYAL

With Fluor-O-Glow Translucent Plastic Ends

THE LAST WORD IN FLUORESCENT LIGHTING BEAUTY

There's enchanting beauty in this new creation. Introduced in a fluorescent unit for the first time, the colorful charm of modern plastic adds a rich note to the design of the improved Fluor-O-Master Royal. The exquisitely designed Fluor-O-Glow plastic end-pieces, are translucent, practically eliminating dark spots. Here is the light you have always sought — glacier-cool, shadowless, glareless, astonishingly powerful yet spectacularly economical in operation. Vastly steps up the illumination without increasing outlets or power load. Never before has a fluorescent fixture of such distinguished appearance, so easily installed, and with so many refinements been offered at a price this low.

UNDERWRITERS LABORATORIES APPROVED



Model 24[illegible]

Takes four T-12 forty watt 48" fluorescent [illegible] sumption 200 watts. Body dimensions: 50" [illegible] Height over all 36". Satin silver finish, cadm[illegible] stem with baked white enamel body and Flu[illegible] Made for 60 cycle, 110 to 120 volt A.C. A[illegible] in flush mounted models. Non-stroboscopic. 9[illegible] to 100% power factor correction. Model 24[illegible] is four-light 110-120 volt A.C. high power fa[illegible] corrected, canopy-suspended complete fixt[illegible] List price.....

Model 22[illegible]

This unit is the same as Model 2448 except [illegible] it takes only two T-12 forty watt 48" fluores[illegible] bulbs, and has a total power consumption of [illegible] watts. List price.....

Model 242[illegible]

Takes four T-12 twenty watt 24" fluorescent [illegible] consumption 100 watts. Body dimensions: 2[illegible] 6" high. Height over all 36". Satin silver finis[illegible] canopy and stem, baked white enamel body [illegible] plastic ends. Made for 60 cycle, 110 to 120 volt A.C. Available with canopy or in flush mounted models. Model 2424 is 110 to 120 volt A.C. 60 cycle, four-light, canopy-suspended complete fixture.

- TRANSLUCENT FLUOR-O-GLOW PLASTIC ENDS BEAUTIFY FIXTURE, ELIMINATE "BLIND SPOTS."
- IMPROVES AND MODERNIZES STORES, OFFICES AND LOBBIES.
- COOL LIGHT.
- THREE TIMES MORE ILLUMINATION THAN ORDINARY LIGHT WITH THE SAME WATTAGE.
- GLARELESS, SHADOWLESS, RESTFUL LIGHT.
- UNPARALLELED BEAUTY — CHOICE OF DAYLITE, WHITE, OR COLORED LIGHT.

3

. Total power con-
10" wide, 6" high.
plated canopy and
-Glow plastic ends.
ble with canopy or

$34.50 less bulbs

3

$20.95 less bulbs

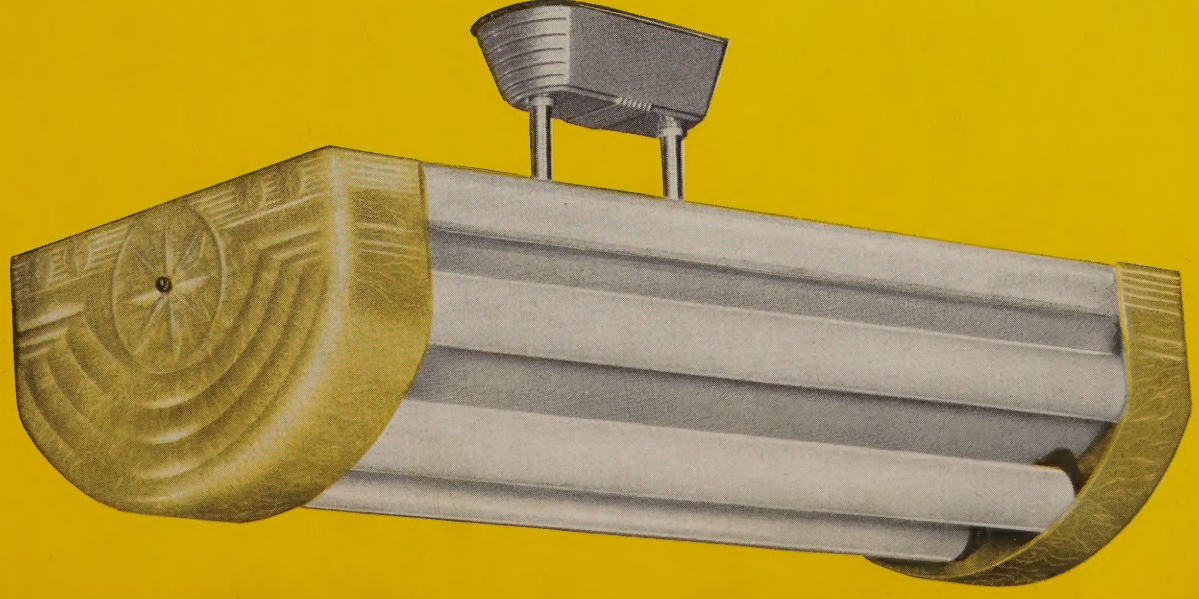
All Models Underwriter's Laboratories Approved	*Fixtures with Canopies*						*Flush Mounting*				
Description	48" TWO-LITE	48" FOUR-LITE	48" SIX-LITE	24" TWO-LITE	24" FOUR-LITE	24" SIX-LITE	48" TWO-LITE	48" FOUR-LITE	24" TWO-LITE	24" FOUR-LITE	24" SIX-LITE
Model No.	2248	2448	2648	2224	2424	2624	2248F	2448F	2224F	2424F	2624F
A-C 110-120 VOLT 60 CYCLE	—	—	—	11.50	19.50	27.50	—	—	9.95	18.00	26.00
90% POWER FACTOR CORRECTED	20.95	34.50	52.50	15.00	26.50	38.00	19.45	33.00	13.45	25.00	36.50
D-C 110 VOLT	—	—	—	13.50	23.50	33.50	—	—	11.95	22.00	32.00

PRICES ARE LIST, LESS BULBS. ALL PRICES SLIGHTLY HIGHER WEST OF ROCKIES. WRITE FOR SUPPLEMENTARY PRICE LIST FOR SPECIAL VOLTAGES AND/OR FREQUENCIES. TWO LIGHT FIXTURES HAVE V BODIES. SIX LIGHT FIXTURES COME WITH TRANSLUCENT GLASS ENDS.

Total power
g, 10" wide,
dmium plated
Fluor-O-Glow

T PRICE

19.50
less bulbs



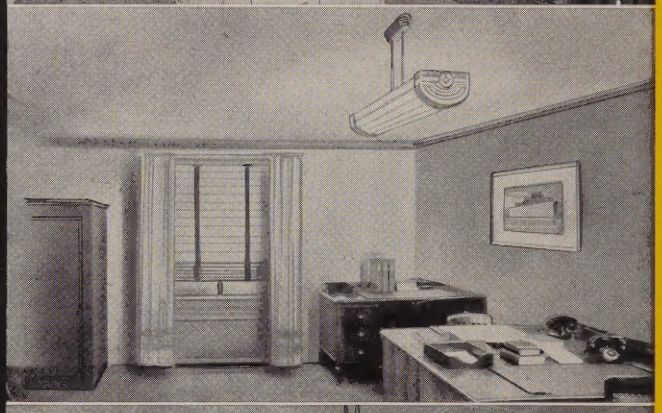
Fluor-O-Master

Trade Mark Reg. U.S. Pat. Office

ROYAL

ELECTRO'S TRIUMPH OF
FLUORESCENT DESIGN

FOR DEPARTMENT STORES
. . . DINING ROOMS
. . . LIVING ROOMS
PUBLIC BUILDINGS
. . . OFFICES
. . . HOTELS
RESTAURANTS
. . . DISPLAY ROOMS
. . . LOBBIES
INSTITUTIONS, TAVERNS



The applications of the new Royal Fluor-O-Master are infinite. Created by Victor A. Dockendorff, one of the nation's foremost industrial designers, this unit will go with any period furniture, any style of architecture or interior decoration.

FLUOR-O-MASTER PRODUCTS

Bulletin 118

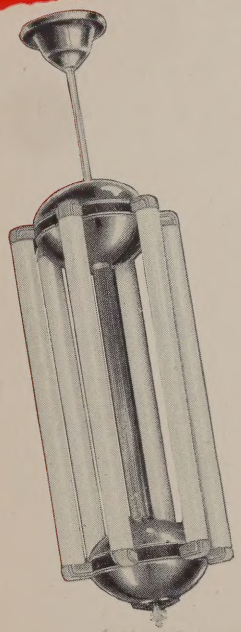
Printed in U.S.A.

FLUOR-O-MASTER

VICTOR

The Fluorescent That Has Everything — Beauty, Ultra-Modern Engineering, Value Beyond Compare

© 1941, Electro Mfg. Co.



MODEL 1906 SIX LIGHT

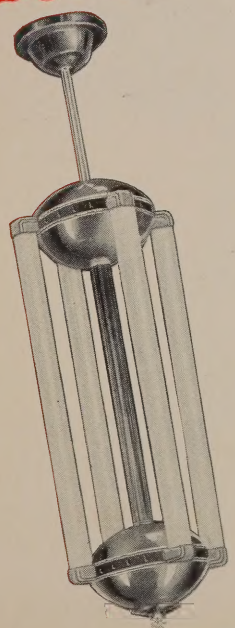
This streamlined creation of gleaming chrome is truly the light of tomorrow. Length overall 40". Width 12". Weight 18 lbs. Takes six T-12 twenty watt 24" fluorescent bulbs. An ideal light for lobbies, stores, public buildings, restaurants. Uses only 150 watts. For 110-120 Volt 60 cycle AC. Wired Complete. Standard Package—6.

$36.50 LIST LESS LAMPS

High Power Factor Corrected $47.00

← WITH FLUOR-O-GLOW PLASTIC SOCKET MASKS

THE simple, modern contours of this sensational Fluor-O-Master breathe beauty. It throws powerful waves of light in *all* directions; no dark areas or shadows in the room; no "blind spots". Its glacier-cool, glareless, outdoors-like illumination is perfect for department stores, public buildings, offices, hotels, restaurants, lobbies, institutions, theaters. World's handsomest package of better light. And a history-making buy!



MODEL 1900 FOUR LIGHT

This fixture is the same as Model 1906 above, except that it takes four instead of six T-12 twenty watt 24" fluorescent bulbs. Exceptionally graceful and amazingly efficient. Although it uses only 100 watts altogether, it provides illumination equal to that created with over 300 watts of ordinary incandescent illumination. Completely wired and ready for use. Length overall 40". Width 12". Weight 15 lbs. For 110-120 Volt 60 cycle AC. Standard Package—6.

$27.50 LIST LESS LAMPS

High Power Factor Corrected $34.50

WITH FLUOR-O-GLOW PLASTIC SOCKET MASKS

FLUOR-O-MASTER PRODUCTS

All Prices slightly higher West of Rockies. Union Made by Members of the International Brotherhood of Elec. Workers, A. F. of L.

ELECTRO IS First Again!

Fluor-O-Master CHALLENGER

THE FIRST PERMANENT PLASTIC CROWN FLUORESCENT AT THIS LOW PRICE

MODEL 1920
TWO LAMPS
HIGH POWER FACTOR $3.50 EXTRA
$10.95 Less Lamps

MODEL 1923
THREE LAMPS
HIGH POWER FACTOR $5.00 EXTRA
$14.95 Less Lamps

SPECIFICATIONS 25″ x 8″ x 5″ body height, over-all height 30″. Shipping weight 3-lamp unit 13½ pounds. Shipping wt. 2-lamp unit 10½ pounds. For 110-120 volt, 60 cycle A.C. Takes T-12 twenty watt fluorescent lamps. Standard package-6. SEE IT TODAY.

LOOK!

- A BIG fixture—25″ long!
- Takes T-12, twenty watt fluorescent bulbs
- Sturdily constructed of finest materials with replacement starter and all other latest improvements
- Strikingly handsome design. Life-time white enamel finish with translucent plastic end crowns and satin aluminum stem and canopy

© 1941 Electro Mfg. Co.

Man, here is a buy! For the first time at this record smashing low price, here is a complete PERMANENT fluorescent fixture with genuine Fluor-O-Glow translucent plastic crowns. An excitingly beautiful and efficient light for offices, factories, breakfast rooms, kitchens and laboratories—wherever cool, brilliant, glareless light is needed. It costs less to install this current saving Fluor-O-Master than to add new electrical outlets for increased footcandle output. It will add charm and brilliance to any setting. Reflector surface is Electro's exclusive Liquid Plastic, guaranteed for life against tarnishing, crazing or cracking, or discoloration of any kind. The most efficient reflecting surface known.

FLUOR-O-MASTER PRODUCTS

Bulletin 133

All prices slightly higher West of Rockies. Union Made by Members of the International Brotherhood of Elec. Workers, A. F. of L.

PRINTED IN U.S.A.

Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office

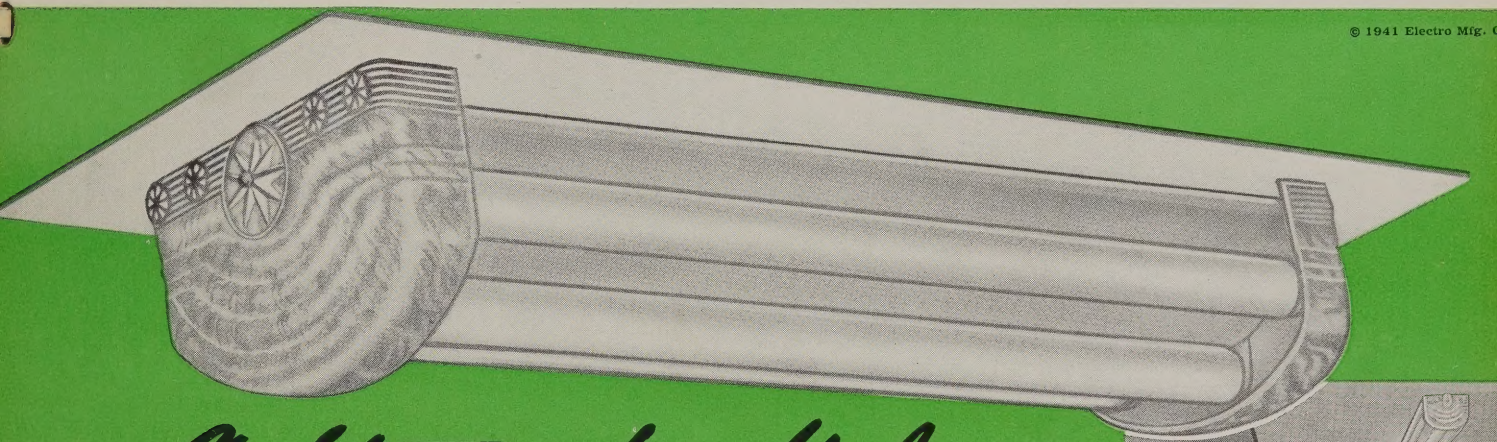
APPROVO-LITE

A *Permanent* FLUORESCENT FIXTURE

- WITH STRIKING TRANSLUCENT PLASTIC CROWNS
- UNDERWRITERS' LABORATORY APPROVED
- FLUSH-MOUNTED FOR LOW CEILINGS

Underwriters' Laboratories, Inc. INSPECTED ELECTRIC FIXTURE ISSUE 41450

© 1941 Electro Mfg. C



A Stupendous Value

IMAGINE! A *permanent* UNDERWRITER'S LABORATORY APPROVED fluorescent utility unit at this astonishingly low price. End-crowns of beautiful translucent plastic, which eliminate dark spots, are an exclusive Fluor-O-Master feature. All the light, none of the glare. Shadowless, high-level illumination, extremely cool. Sensational new white "liquid plastic" reflector surface more brilliant than porcelain, chip-proof and longer lasting. The world's most efficient lighting, regardless of price, for kitchens, offices, bedrooms, bathrooms, laboratories.

MODEL 226 2-LIGHT

Takes two T-12 20 watt, 24-inch fluorescent lamps. Constructed for flush mounting with any standard 4-inch outlet box. U. L. approved ballasts. Length 25"; width 7½"; height 4¾". For 110-120 volt, 60 cycle A.C. Ship. wt. 9 lbs. Standard package —6. Add $3.50 for power factor correction. Add $2.00 for 110 volt D.C.

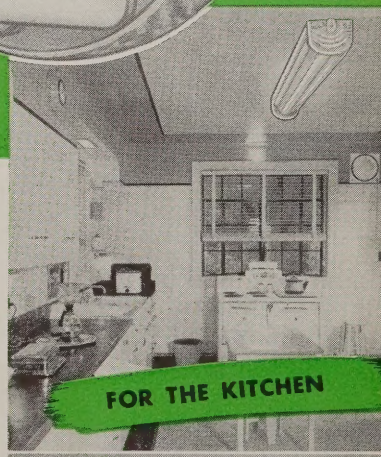
$7.95 LIST LESS LAMPS

MODEL 227 3-LIGHT

Same dimensions as Model 226 Two-light, but takes three 20 watt, 24-inch fluorescent lamps. Constructed for flush mounting with any standard 4-inch outlet box. U. L. approved ballasts. Shipping weight 12 pounds. Standard package — 6. Add $4.00 for power factor correction. Add $3.00 for 110 volt D. C.

$10.95 LIST LESS LAMPS

All prices slightly higher West of Rockies. Union Made by Members of the International Brotherhood of Elec. Workers, A. F. of L.



FOR THE BEDROOM
FOR THE OFFICE

BULLETIN 126
PRINTED IN U.S.A.

FLUOR-O-MASTER PRODUCTS

REVOLUTIONARY!

THE FIRST FLUORESCENT WITH TRANSLUCENT PLASTIC END-CROWNS

Fluor-O-Master

TRADE MARK REG. U. S. PAT. OFF.

FLUORESCENT FITTER ADAPTER WITH FLUOR-O-GLO PLASTIC ENDS

Instantly Installed

LIKE A GLASS GLOBE SHADE

PAT. APPLIED FOR

The World's Most Beautiful Adapter

FLUOR-O-MASTER PRODUCTS

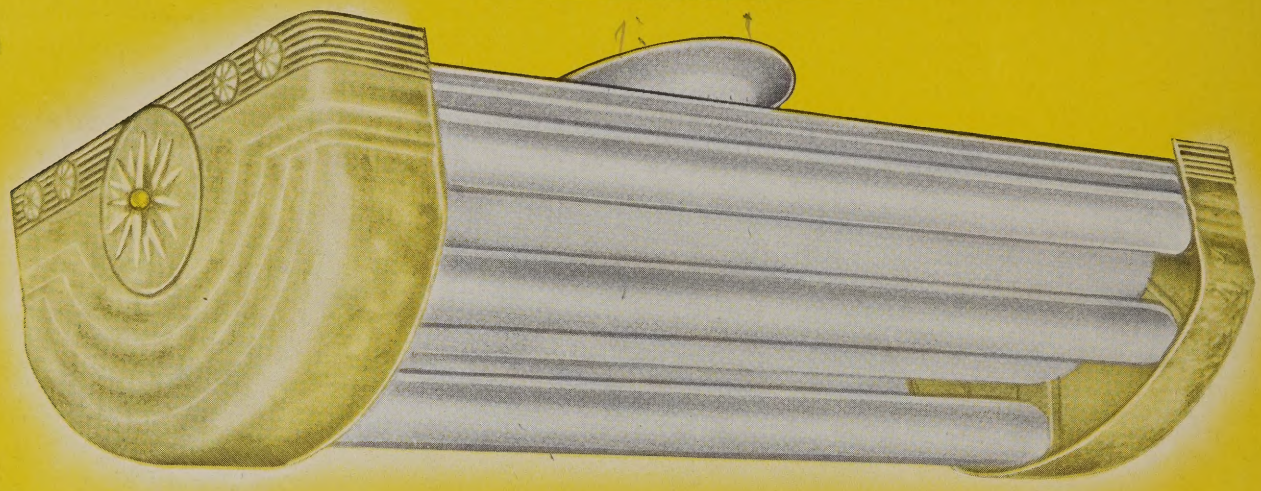
© 1941 ELECTRO MFG. CO.

TRANSLUCENT PLASTIC ENDS BRIGHTEN IN ALL DIRECTIONS

Fluor-O-Mast

FLUORESCENT FITTER ADAP

WITH GORGEOUS FLUOR-O-GLOW PLASTIC



MODEL 424 P A FOUR LAMP, 100 watt "packaged unit" ready to install without assembly of any kind. Fits any 6" fitter holder. Sensational new plastic ends glow when fixture is on. Body and reflecting surfaces finished in baked, white "liquid plastic" which gives excellent reflection and distribution of light. Dimensions: 26" long, 10" wide, 6" deep. Takes four T-12 twenty watt 24" fluorescent lamps. 110-120 Volt, 60 cycle A.C. Underwriters' Laboratories approved electrical parts. Exposed replaceable starters included. 12" cord and plug. Shipping weight 12 lbs. No installation cost. (For high power factor model add $7.00 to list. For D.C. 110 volt add $4.00 to list.)..... **$17.95**

LIST LESS LAMPS

All Prices Slightly Higher West of Rockies. Union Made by Members of the International Brotherhood of Elec. Workers, A. F. of L.

FLUOR-O-MASTER APPLICATIONS

- STORES AND OFFICES
- THEATRES
- READING ROOMS
- HOTELS AND LOBBIES
- HOME ILLUMINATION
- LABORATORIES
- INSPECTION WORK
- WINDOW LIGHTING
- STUDIOS
- BOWLING ALLEYS
- KITCHEN LIGHTING
- GAME ROOMS

GLORIFY ANY ROOM IN A TWINKLING WITH THESE STREAMLINED PLASTIC BEAUTIES

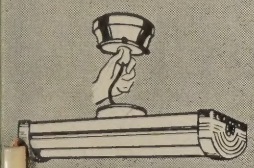
Now, rich, colorful modern plastics lend their charm to the dramatic beauty of this ultra-streamlined new fluorescent adapter fixture. New as next year's calendar, Fluor-O-Master will enhance the beauty of any setting, provide instantly floods of brilliant, glareless, shadowless, day-like light without installation cost. Fits any 6" fitter.

Cool as an ocean breeze, this unit provides the perfect light-conditioning for air-conditioned rooms. Amazingly economical in operation, steps up illumination without increasing power load, no radio interference. A smash hit—and an incomparable value.

Check with your utility company if power factor corrected model is required. Specify line voltage and frequency when ordering.

INSTALL EASILY AS A FIXTURE GLOBE

Remove glass globe or shade and incandescent light.

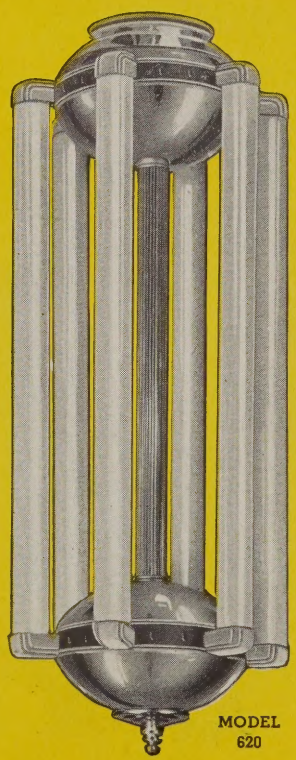


Screw in Fluor-O-Master attachment plug.

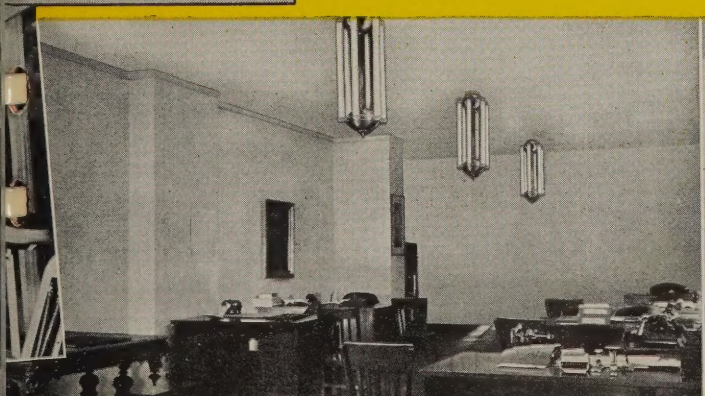
Attach Fluor-O-Master to esent fitter.

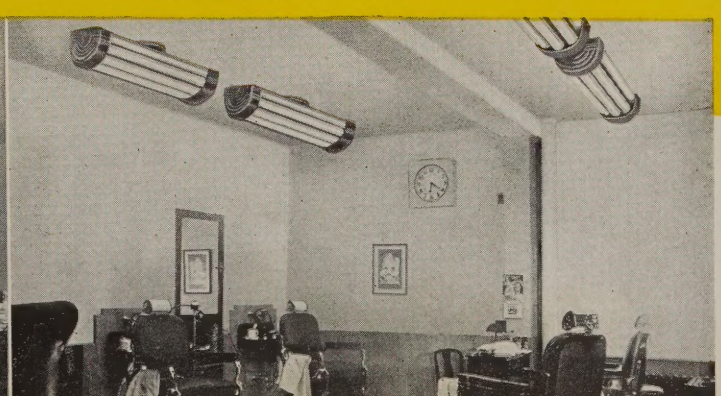
MODEL 420 A handsome FOUR LAMP, 100 watt fixture that will enhance the beauty of any room. Socket ends are decorated with glowing, lustrous white plastic caps. Highly polished chrome plate finish. Dimensions: Height over all, 36"; diameter, 12". Takes four T-12 twenty watt, 24" fluorescent lamps. 110-120 Volt, 60 cycle A.C. 12" cord and plug. Easily accessible starters included. Fits any 6" fitter holder. Shipping weight 12 lbs. (For high power factor model add $7.00 to list.)..... **$24.95**
LIST LESS LAMPS

MODEL 620 A superbly styled vertical SIX LAMP, 150 watt fixture finished in shining chrome. Beautiful translucent white plastic end caps on tube sockets. Fits any 6" fitter, no installation cost. Dimensions: Height over all, 36", diameter 12". Takes six T-12 twenty watt 24" fluorescent lamps. 110-120 Volt, 60 cycle A.C. Starters included and easily accessible. 12" cord and plug. Underwriter's Laboratories approved materials. Shipping weight 16 lbs. (For high power factor model, add $10.50 to list.)..... **$32.95**
LIST LESS LAMPS

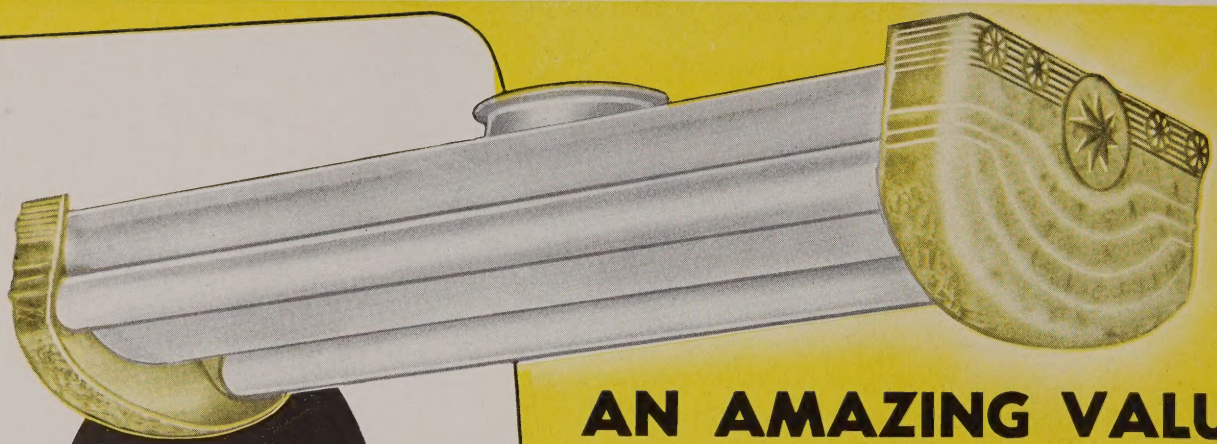


MODEL 620





ECONOMY UNIT!



$7.95 LIST LESS LAMPS

AN AMAZING VALUE

Fluor-O-Master ACE

Trade Mark Reg. U. S. Pat. Office

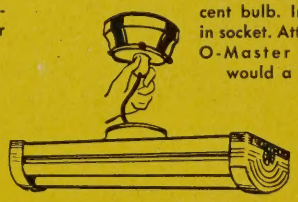
WITH FLUOR-O-GLOW TRANSLUCENT PLASTIC ENDS

A triumph in beauty! A triumph in efficiency! The Fluor-O-Master Ace now available with handsome Fluor-O-Glow, translucent plastic ends. This means even, glareless light in EVERY direction. Banishes shadowy corners for good. As easy to attach as an electric bulb. No installation cost. No addition to current cost or power load. So there's no excuse for having old-fashioned incandescent fixtures. Brighten your kitchen and increase working efficiency with this economical unit of classical beauty. Ideal too for office, bathrooms, and bedrooms.

Model 222P Two-Light. Takes 2 T-12, 20 watt fluorescent lamps. To be attached directly to any 4" or 6" fitter. Gleaming white "liquid plastic" reflector. Extremely durable. Length, 25"; width, 7½"; height, 4¾". For 110V-120V 60 cycle A.C., $7.95. 110V D.C., $2.00 extra. Shipping weight, 9 pounds. Standard package, 6. Add $3.50 for power factor correction.

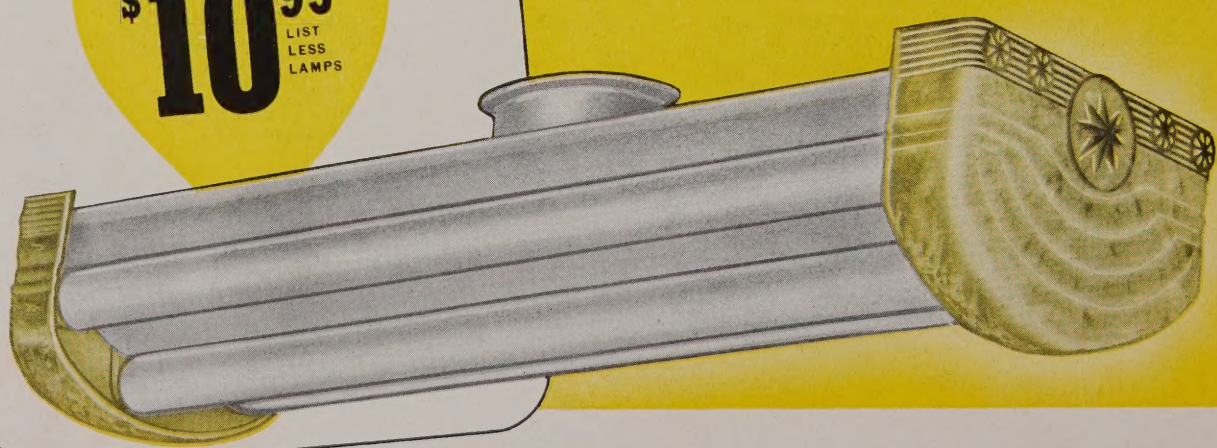
Model 223P Three-Light. Same as Model 222P Two-Light, but takes three 20 watt fluorescent lamps. $10.95. Shipping weight, 12 pounds. Standard package—6. Add $5.00 for power factor correction. Add $3.00 for 110V D.C.

Fits any 4 or 6 inch fitter by simply adding or removing expander accessory.



Remove old globe and shade and incandescent bulb. Insert plug in socket. Attach Fluor-O-Master as you would a shade.

$10.95 LIST LESS LAMPS



All prices slightly higher West of Rockies.

A FLUOR-O-MASTER PRODUCT

PRINTED IN U.S.

At last!

A **ONE PIECE** FLUORESCENT SHOW CASE LIGHT

No Auxiliary Attachment

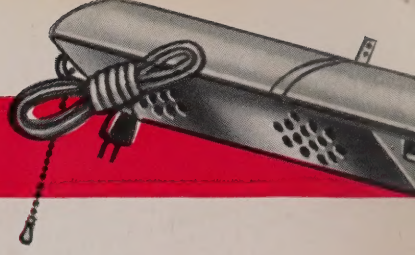
THE BEAUTIFUL

Fluor-O-Master

FLUORESCENT SHOW CASE UNIT

FLUOR-O-MASTER PRODUCTS

COLD BRILLIANT LIGHT AT ½ THE USUAL CURRENT-COST



A NEW **HIGH** IN LIGHTING HISTORY

Fluor-O-Master

ONE PIECE FLUORESCENT SHOW CASE LIGHT

THIS is the showcase light that has every feature you desire . . . Its *cold* light will not harm perishable merchandise . . . It displays colors of merchandise more accurately than actual daylight . . . It provides staggering savings in electric light bills — 30 watts does the work of 80 . . . Readily replaceable starters . . . On-off switch.

What is more, Fluor-O-Master is a one-piece, completely "packaged" unit — with no auxiliary attachment. All other showcase lights have unsightly auxiliary attachments (containing a transformer etc.) which must be fastened somewhere outside the case . . . increasing installation cost and wiring and marring exterior of case or walls.

Fluor-O-Master gleams with rich satin aluminum, will beautify any showcase. Ideal for strip-lighting, cowl lighting, illumination over costume mirrors in fitting rooms, and in many other situations where a compact, continuous band of light is needed.

ONE-PIECE CONSTRUCTION NO AUXILIARY ATTACHMENT

BRINGS OUT COLORS OF MERCHANDISE— ACCURATELY

COLD LIGHT! . . CAN'T HURT PERISHABLES

UNIQUE BRACKET ADAPTS LAMP INSTANTLY TO ANY CASE

SLASHES ELECTRIC BILLS . . . FLOODS OF BRILLIANT, GLARELE LIGHT AT HALF-COS

Super Values

No. 130 SHOW CASE UNIT

• Takes one T-8 30-watt 36" Fluorescent bulb, dimensions 42" long, width 3", 3" deep. 8 ft. Underwriters' Approved cord and plug, finished in Satin Aluminum. Completely packaged unit — nothing more to buy!

$12.95 LIST LESS BULB

110-120 VOLT, 60 CYCLE A.C. ONLY

No. 115 SHOW CASE UNIT

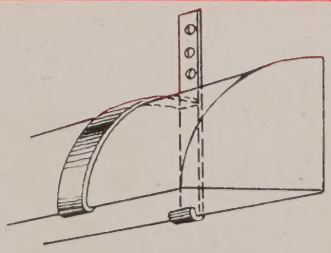
• Takes one T-8 15-watt 18" Fluorescent bulb, dimensions 24" long, width 3", 3" deep, with 8 ft. Underwriters' Approved cord and plug, finished in Satin Aluminum. Wired and ready for instant use — nothing more to buy!

$6.95 LIST LESS BULB

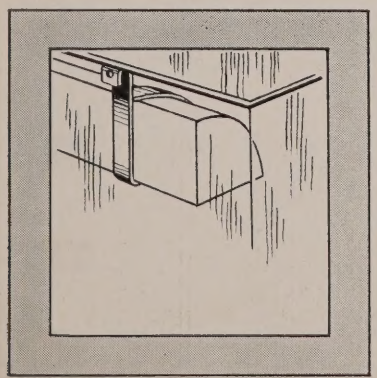
110-120 VOLT, 60 CYCLE A.C. ONLY

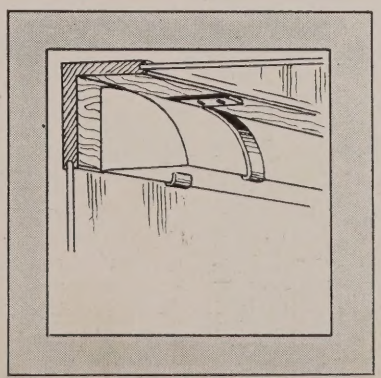
Instantly Installed

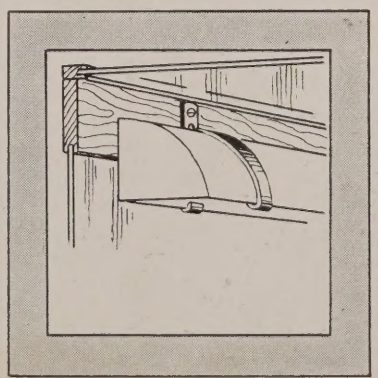
NO AUXILIARY ATTACHMENT



• Attaches easily and instantly to any case with simple bracket illustrated at right. This bracket contains screw holes. It is made of flexible metal, which can readily be bent so as to attach in any position, (see illustrations below). Since there is no auxiliary attachment, the installation job is *finished* the moment you hang up the fixture. No unsightly metal gadgets to screw on the outside of your case. No special wiring. Plug into any socket just like a table lamp.







News of Vital Importance To You

Sec. 562, P. L. & R.

A Sensational New Value in Fluorescent Show Case Fixtures!

BULLETIN 109

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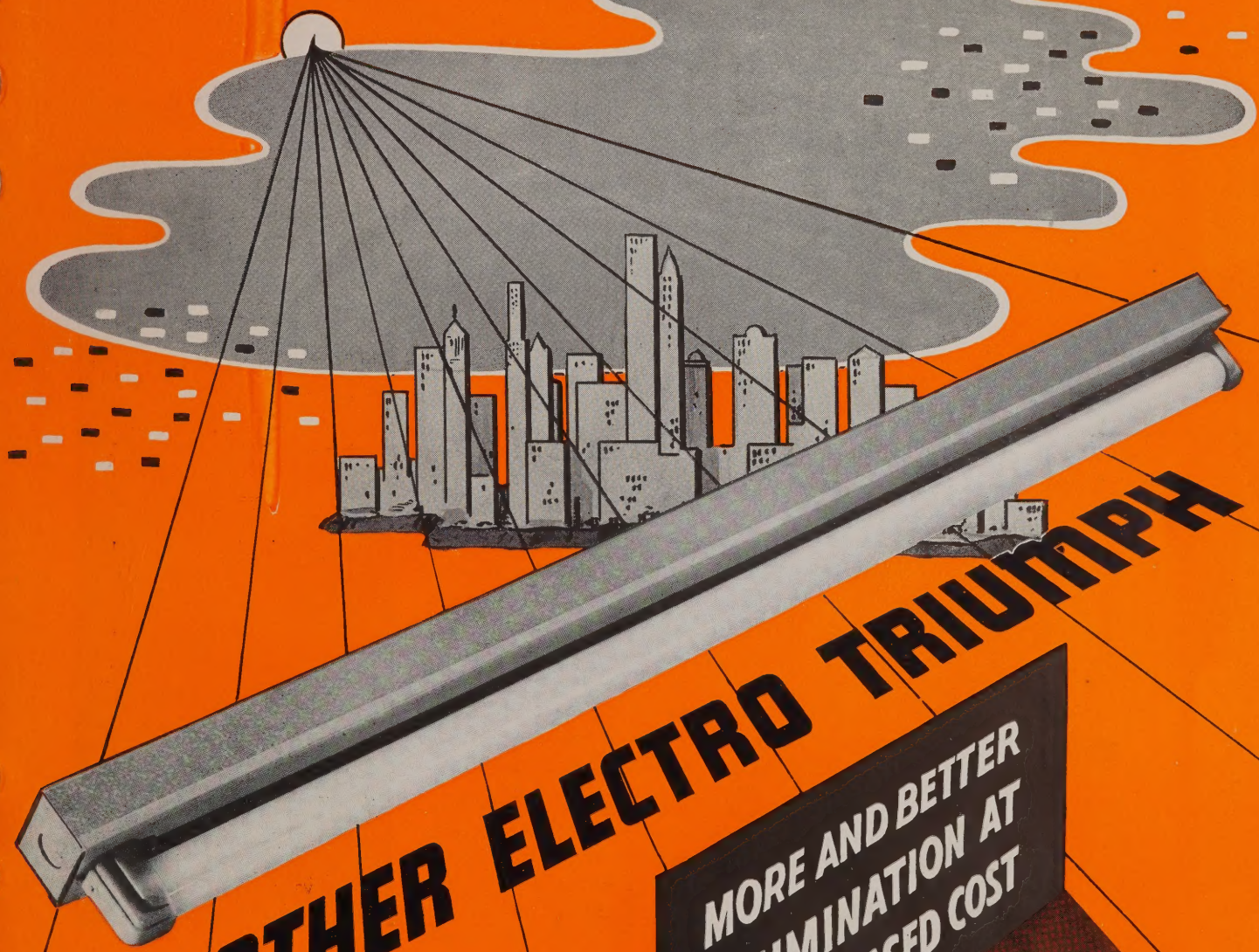
PRINTED IN U.S.A.

Fluor-O-Master

TRADE MARK REG. U. S. PAT. OFF.

FLUORESCENT STRIP-LIGHT



ANOTHER ELECTRO TRIUMPH

MORE AND BETTER ILLUMINATION AT NO INCREASED COST

Fluor-O-Master

TRADE MARK REG. U. S. PAT. OFF.

FLUORESCENT STRIP LIGHTING

UNDERWRITERS LABORATORIES APPROVED

PAT. APPLIED FOR

● For Show Windows, Coves, Stores, Display Rooms, Offices, Lobbies, Theatres, Assembly Lines, Garages, Kitchens, Bathrooms. Knockouts for Parallel or Tandem Mounting and for Easy Pipe or Chain Suspension.

in 3 sizes

MODEL No. S-24. Dimensions: 2¾" x 1⅞" x 25". Shipping Weight 6 lbs. Takes one T-12 twenty watt fluorescent lamp. For 110 to 120 volt, 60 cycle A.C. Individually packed.

Power Factor Corrected, $3.00, list, extra; 110-120 V. 50 Cycle, $1.65, list, extra; 110 V. D.C., $1.00, list, extra.

$4.95 LIST LESS BULB

MODEL No. S-36. Dimensions: 2¾" x 1⅞" x 37". Shipping Weight 9 lbs. Takes one T-8, thirty watt fluorescent lamp. For 110 to 120 volt, 60 cycle A.C. Individually packed.

Power Factor Corrected, $3.25, list, extra; 50 Cycle, $2, list, extra; 220 V. D.C., $2, list, extra.

$8.75 LIST LESS BULB

MODEL TS-36. Inter-connecting pair of 36" strips with non-stroboscopic power factor correction at NO EXTRA COST. List, less bulbs, per pair in 60 cycle only..... **$16.90**

MODEL No. S-48. Dimensions: 2¾" x 1⅞" x 49". Shipping Weight 10 lbs. Takes one T-12 forty watt fluorescent lamp. For 110 to 120 volt, 60 cycle A.C. Individually packed.

Power Factor Corrected, $3.05, list, extra; 50 Cycle, $1.85, list, extra; 220 V. D.C., $1, list, extra.

$8.95 LIST LESS BULB

MODEL TS-48. Inter-connecting pair of 48" strips with non-stroboscopic power factor correction at NO EXTRA COST. List less bulbs, per pair in 60 cycle only.. **$17.90**

All Prices Slightly Higher West of Rockies. Wired by International Brotherhood of Elec. Workers, A.F. of L.

Standard Equipment

SOCKET MASKS OF RICH PLASTIC

These beautiful caps glow attractively and add to the streamlined effect of the fixture. An exclusive Electro feature. Packed 48 to carton. Shipping weight 2½ lbs. ADDITIONAL MASKS FOR YOUR PRESENT FIXTURES . LIST **19¢**

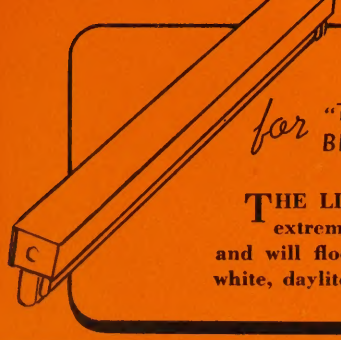
AN OUTSTANDING VALUE! Highly adaptable for enormously varied applications. Most versatile fluorescent unit ever produced. Five knockouts provided for connecting to standard electrical conduit or single or double pipe suspensions, and for bolting together in tandem or parallel mounting. Extra holes are drilled in back for lead wires and chain suspension loops. Fixtures can be equipped with colored tubes for window, showroom and theatre illumination.

Fluor-O-Master Strip-Lite is extremely compact, durable and economical in operation. Its *cool* light adds much to summer comfort, facilitates air conditioning, will not harm perishable goods. High power factor correction available. Easily cleaned, baked white enamel reflector surface helps diffuse illumination over a wide area. Body finished in handsome hammerloid grey.

Fluor-O-Master's simple, modern design is executed with exceptional grace. Streamlined masks of rich plastic cover the sockets and add greatly to the beauty of the fixture. Body is of 20-gauge, welded steel and is wired with a tested, fast-action starter. Ready to install. Built for a lifetime of service. You get more for your money in a Fluor-O-Master.

No Other Strip-Lite has All These Features

- ★ Streamlined Plastic socket masks for added beauty, standard equipment.
- ★ Rust-proof, heavy twenty gauge, welded steel body.
- ★ Sensationally low cost.
- ★ Built-in radio interference eliminators on all models.
- ★ Five knockouts for every conceivable type of installation.
- ★ Power factor correction on strips in pairs without extra charge.

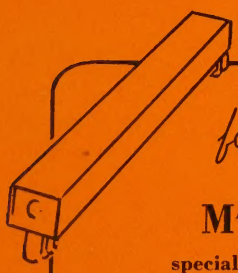


for "TAILOR-MADE" LIGHTING TO BEAUTIFY STORES, OFFICES, ETC.

THE LINES of Fluor-O-Master strip light are extremely attractive as a ceiling design motif and will flood a large area with a cool, brilliant, white, daylite or colored illumination.

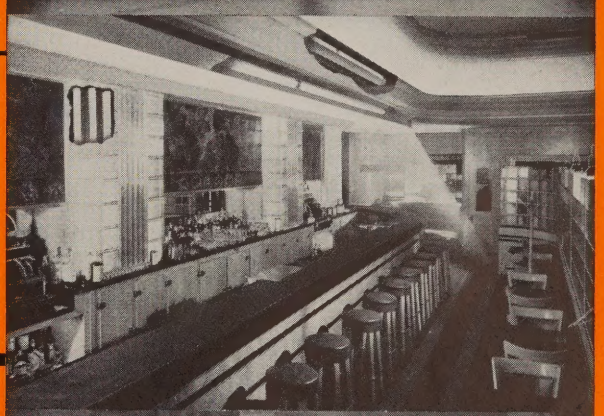
for VERTICAL AND HORIZONTAL STREAMLINED WINDOW-LIGHTING

IN windows where large quantities of merchandise are displayed, overhead lighting often must be supplemented by vertical fixtures at corner of window. For this purpose, compact Fluor-O-Master strip light is ideal. Extra knockouts for easy installation. Cool rays will not damage merchandise.



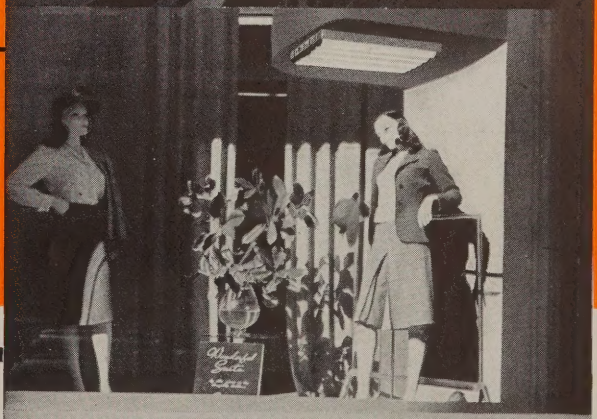
for STRIKING ILLUMINATION IN THEATRES, RESTAURANTS, BARS, ETC.

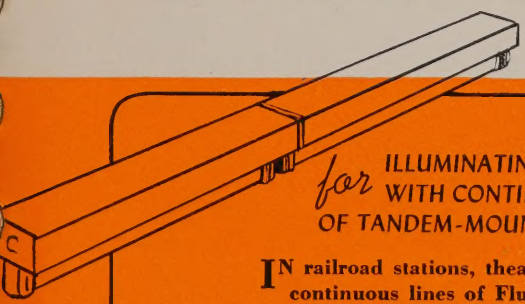
MANY spectacular lighting designs can be achieved by the use of Fluor-O-Master strip lights with special colored fluorescent bulbs. This colored illumination has great attention value, adds much to the attractiveness of a wide variety of settings.



for DRAMATIC, CONCENTRATED WINDOW LIGHT FROM MASSED FIXTURES MOUNTED PARALLEL

BECAUSE fluorescent illumination is exceptionally cool, whole banks of Fluor-O-Master strip lights can be concentrated safely over perishable merchandise. By the use of solid rows of this illumination, windows can be made to glow with life.





for ILLUMINATING LARGE AREAS WITH CONTINUOUS CHANNELS OF TANDEM-MOUNTED STRIP LIGHT

IN railroad stations, theatres or other large rooms continuous lines of Fluor-O-Master strip lighting are the ideal form of illumination. Special construction simplifies installation greatly.

Fluor-O-Master

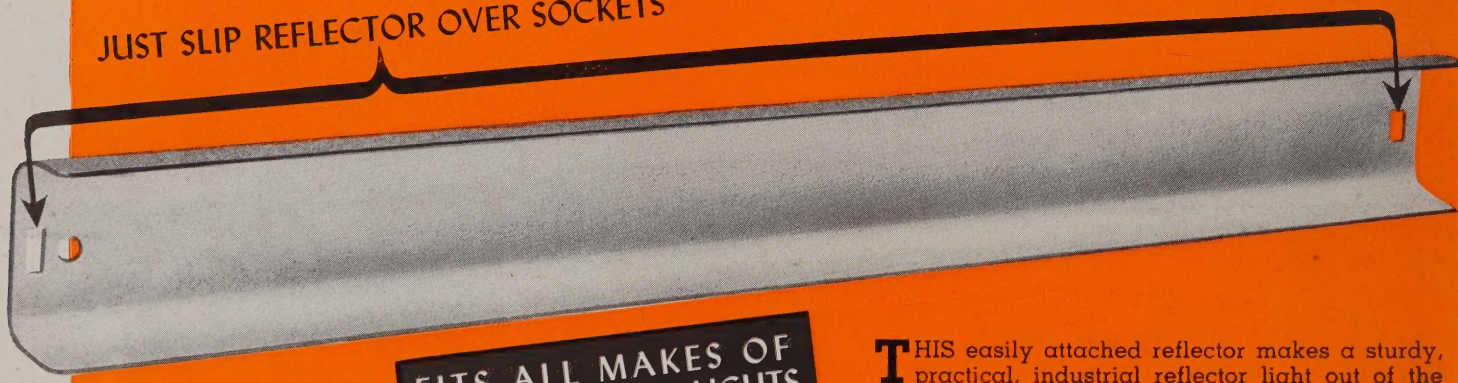
TRADE MARK REG. U. S. PAT. OFF.

REFLECTORS

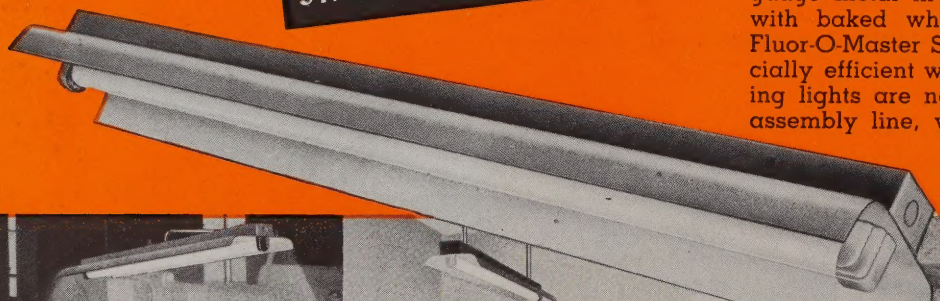
Special ACCESSORY FOR THE NEW Fluor-O-Master STRIP-LITE

Instantly CONVERTS STRIP-LITE INTO FULL-SIZE INDUSTRIAL REFLECTOR FIXTURE

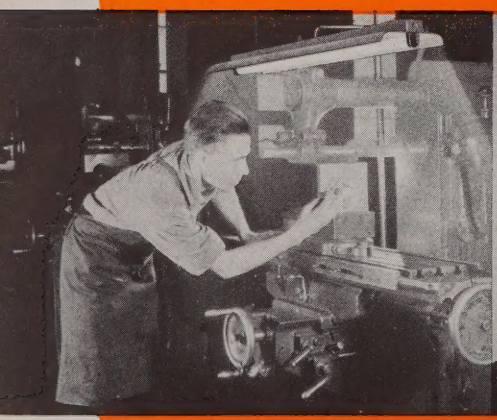
JUST SLIP REFLECTOR OVER SOCKETS

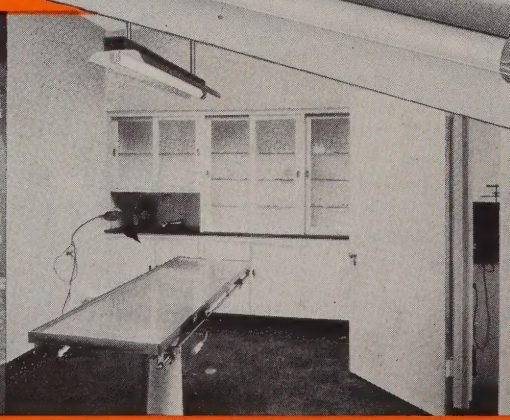


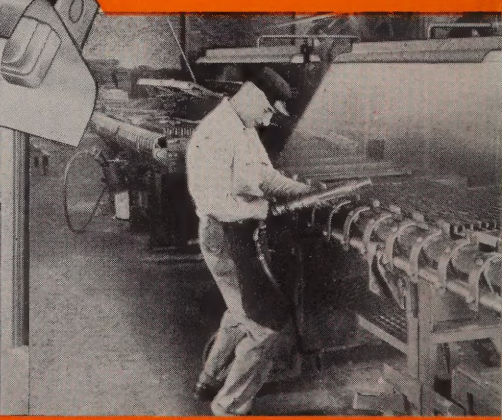
FITS ALL MAKES OF STANDARD STRIP-LIGHTS



THIS easily attached reflector makes a sturdy, practical, industrial reflector light out of the Fluor-O-Master Strip-Lite in a twinkling. Heavy 20 gauge metal in neutral grey hammerloid finish with baked white enamel reflecting surface. Fluor-O-Master Strip-Lites with reflector are especially efficient where tandem channels of reflecting lights are needed, as, for instance, over an assembly line, work bench or window lighting.







LIST PRICES: 24" REFLECTOR $1 36" REFLECTOR $1.50 48" REFLECTOR $2

FLUOR-O-MASTER PRODUCTS

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BULLETIN 117
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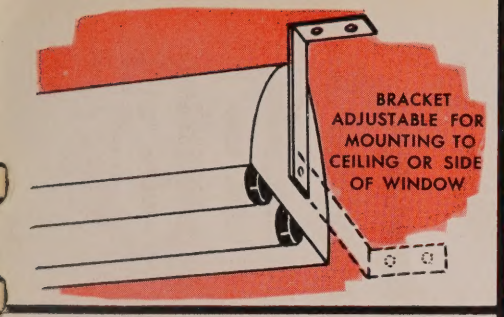
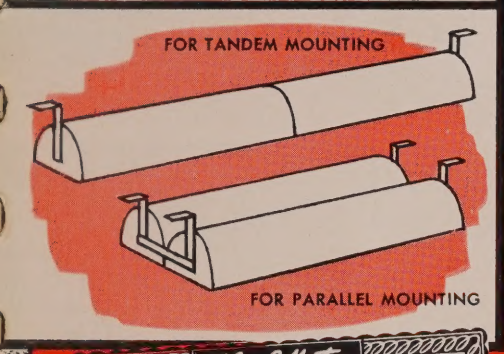




Fluor-O-Master

Trade Mark Reg. U. S. Pat. Office

FLUORESCENT
WINDOW UNIT

HERE is the most flexible window unit ever developed. Suspension bracket is so constructed as to permit attachment either to ceiling or side of window. Floods the window with oceans of dramatic illumination. Concentrates attention on key displays, glamorizes them, adds eye appeal. Because this is especially cool illumination, it is safer for perishable merchandise. Can be mounted end to end or side by side in massed batteries. Heavy gauge steel construction, brown wrinkle finish. Lifetime "liquid plastic" reflector surface. Knockouts, screw holes, and suspension brackets for every type of installation.

Fluor-O-Master PRODUCTS

Guarantee

This certified Fluor-O-Master when properly installed and equipped with lamps meeting U. S. Government purchase specifications is guaranteed to be free from defects in material, workmanship or assembly for a period of ninety (90) days from date of delivery to purchaser. Should any such defects appear within that time and under normal conditions of use, the undersigned company will furnish new material or parts in exchange for any found defective and will correct any faulty workmanship.

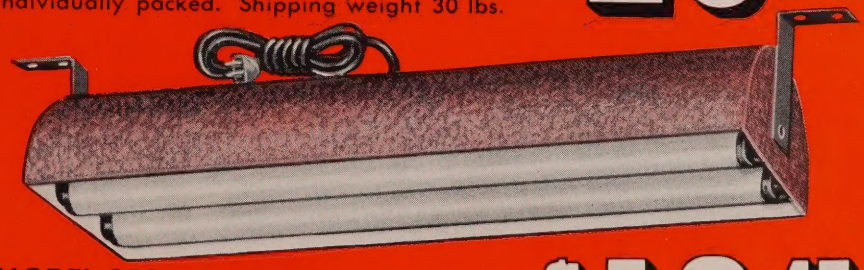
UNDERWRITERS LABORATORIES APPROVED

FLEUR-O-LIER APPROVED

ELECTRO GUARANTEED

MODEL 255 Dimensions: 49" x 9" wide by 4¾" high. Takes two T-12 forty watt lamps. Power factor corrected. For 110-125 volt A.C. Individually packed. Shipping weight 30 lbs.

$20.95 LIST LESS LAMPS



MODEL 256 Dimensions: 25" x 9" wide by 4¾" high. Takes two T-12 twenty watt lamps. For 110-125 volt A.C. Individually packed. Shipping weight 16 lbs.

$12.45 Add $3.50 for power factor corrected

All Prices Slightly Higher West of Rockies. Union made by members of the I. B. E. W., A. F. L.

FLUOR-O-MASTER PRODUCTS

Fluor-O-Master

Trade Mark Reg. U.S. Pat. Office

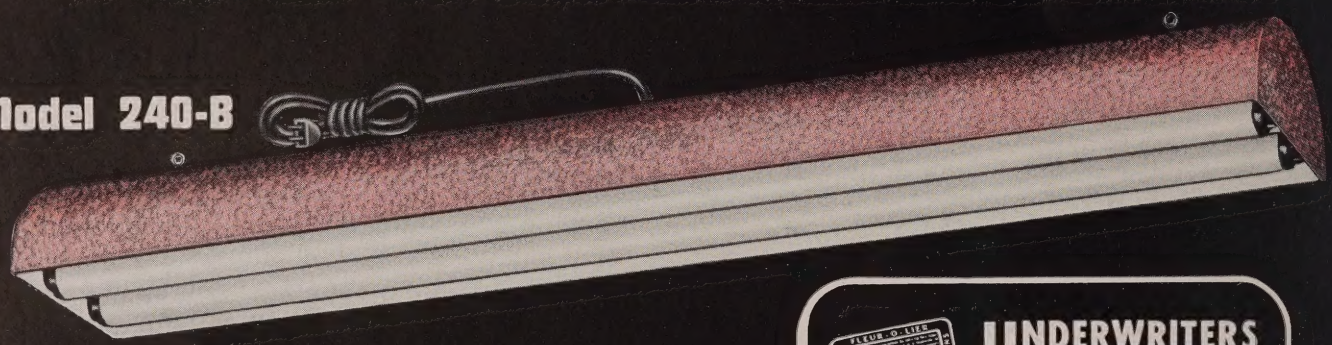
INDUSTRIAL CONCENTRATOR

$20.95 List Less Lamps

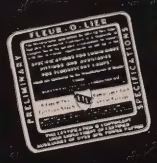
HIGH POWER FACTOR CORRECTED

PROVIDES A BROAD POOL OF INTENSELY CONCENTRATED DAY-LIKE LIGHT FOR COLOR MATCHING AND DELICATE WORK

Model 240-B



TO INSTALL—JUST PLUG IN
NO INSTALLATION COST!

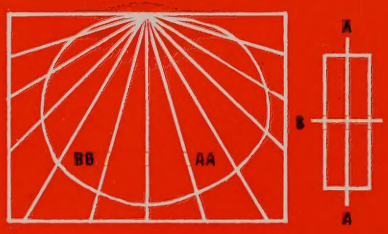


UNDERWRITERS LABORATORIES APPROVED

AGAIN Electro engineers scoop the nation with this outstanding value! An unbeatable INSPECTION LIGHT at a price that's so low that industry can't afford to be without it. Here is a completely self-contained, superbly designed Fluorescent fixture with every latest improvement at a lower price than any comparable unit now on the market. To install—just plug in! No installation cost! Handsomely constructed with a smart cocoa colored wrinkle finish that can take unusually severe punishment, this fixture affords a flood of extremely cool, brilliant, steady light, from its gleaming, white "liquid plastic" reflecting surface, using only 100 watts to produce foot candle power equal to that of a 350 watt filament bulb. Stroboscopic effect has been reduced to the minimum. 90% + power factor corrected — perfection unequalled by any other light.

MODEL 240-B takes two T-12 forty watt, 48" Fluorescent bulbs, 110-125 volt, 60 cycle A.C. Has two sturdy loops for support. Individually boxed, 49" long, 9" wide, 4¾" deep. Shipping weight 30 lbs. Also made for 220 volt A.C. or 220 volt D.C.

- ★ Underwriters Laboratories approved materials.
- ★ Increases light and reduces power load on present power lines.
- ★ The coolest light in history.
- ★ Scientific design and highly durable construction to assure efficient service and long life.
- ★ Gloriously brilliant day-like light, perfect for color matching.
- ★ Practically no stroboscopic effect.
- ★ 90% + power factor correction.
- ★ No installation cost . . . just plug in—that's all!



All Prices Slightly Higher West of Rockies. Union made by members of the I. B. E. W., A. F. L.

FLUOR-O-MASTER PRODUCTS

PRINTED IN U.S.A.

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Fluor-O-Master

FLUORESCENT ADAPTER FIXTURE

SUPER VALUE!

The Finest Most Economical Fluorescent Lamp . . . for

FACTORIES • WAREHOUSES
OFFICES • STORES

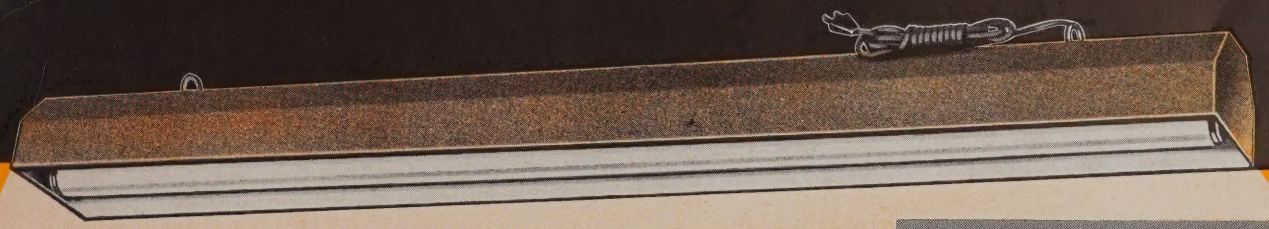
$12.95 LESS BULB

Prices slightly higher west of the Rocky Mts.

POWER FACTOR CORRECTED $16.20

JUST HANG IT UP AND PLUG IT IN!

UNDERWRITERS LABORATORIES APPROVED



NO INSTALLATION COST

Model No. 148B

WHAT a value! More LIGHT than ever before for the money. The perfect industrial light, because it is sturdy, amazingly inexpensive, requires absolutely no installation cost — and uses only a 40 watt lamp to produce footcandle power equal to that of ordinary 150 watt lamp. Slashes your electric bills. Eliminates expensive wiring . . . just hang up by convenient chains and plug into any socket like a lamp. Lifetime wrinkle finish in rich chocolate color. Chip proof porcelain enamel reflector surface, easily cleaned. Takes one T-12, forty watt, 48″ fluorescent bulb. Dimensions: 50″ long, 6″ wide and 4¾″ deep. Shipping weight — 14 lbs. For 110-120 volts 60 cycle A.C. Also available for 220 volts 60 cycle A.C.

MORE FOR YOUR MONEY

Look

- Coolest light ever invented
- Four times more illumination per watt consumed
- Nothing more to buy — complete at this low price, including suspension chains
- A light that is powerful, yet easy on the eyes — color true
- Saves installation cost; saves power cost; saves cost of installing extra outlets

© 1941 Electro Mfg. Co.

BULLETIN 113

PRINTED IN U.S.A.

FLUOR-O-MASTER PRODUCTS

The Greatest Buy

SINCE THE INVENTION OF THE FLUORESCENT LAMP

$8.95 LIST
LESS LAMPS

Add $3.50 for power factor corrected

Can't Be Equalled At This Price

Fluor-O-Master

Trade Mark Reg. U.S. Pat. Office

INSPECTION LITE

NO INSTALLATION COST—JUST PLUG-IN

MODEL 220-B

This answers the need for an excellent *inspection light*—at such a low price that factories can't afford to be without it. Here is Electro's challenge to competition. . . . this superbly engineered Fluorescent Adapter to take TWO 20 watt bulbs at the amazingly low price of $8.95. Nothing else like it has ever been seen before at such small cost. Absolutely no installation cost—just plug into any socket, and bask from that moment on in a brilliant torrent of ultra cool, glareless, shadowless, white light. INCREASE AMOUNT OF LIGHT IN ANY ROOM AND REDUCE LOAD ON PRESENT POWER LINES. Gives over twice as much illumination as filament bulbs of the same wattage. Starts to earn its way the moment it's plugged in. Stunningly designed in durable cocoa brown baked-on wrinkle, with highly efficient "Liquid Plastic" reflecting surface. Take advantage of this marvelous buy today!

Model 220-B takes 2 T-12 twenty watt 24″ fluorescent bulbs, 110-120 volt, 60 cycle AC (also made for DC—$2 additional). Has 2 sturdy loops for support. Individually boxed. 24″ long, 5½″ wide, 4″ deep. Shipping weight, 7 lbs.

HERE'S WHY THIS IS A RECORD BREAKING VALUE

- ☆ No installation cost
- ☆ Over twice the foot candle power of incandescent light of same wattage
- ☆ Increases light without necessitating additional outlets or wiring
- ☆ 50% cooler than ordinary light
- ☆ Shadowless, glareless, white light—perfect for color matching.

Fluor-O-Lite

CLOSEST THING TO DAYLIGHT

THE SENSATIONAL NEW FLUORESCENT LIGHT ADAPTER

Screws into any socket easily as a lamp bulb

Instantly you've got the new type of cool, super-brilliant, glareless, shadowless fluorescent light

FLUOR-O-LITE

PRODUCT OF ELECTRO MANUFACTURING COMPANY

MODERNIZES YOUR LIGHTING WITHOUT INSTALLATION COST

THE COMPLETE FLUORESCENT FIXTURE YOU CAN INSTALL INSTANTLY BY SCREWING INTO ANY LIGHT SOCKET

Quick as a wink, convert your dropcord ceiling outlet or old lighting fixture into a superb fluorescent fixture—just by screwing this handsome one-piece unit into the socket . . . At once, you've got the perfect light for any work. Nothing to assemble. An entirely self-contained, completely wired "packaged" unit, ready for use.

And what light! — white and brilliant as daylight, yet absolutely shadowless . . . glareless, and spread uniformly as a new coat of paint . . . Far COOLER than other types of lighting, too, assuring extra comfort.

FLUOR-O-LITE gives 4 times as much illumination as an ordinary filament bulb of the same wattage, hence earns its way at once with important savings. Cuts number of outlets needed.

Handy patented swivel enables you to turn unit in any direction to concentrate glow without loosening in socket. Model 124 has sturdy loops from which it may be suspended if outlet is not available directly above. FLUOR-O-LITE has everything! Perfect for factories, drafting rooms, merchandise displays, game rooms, garages, print shops, any place in which the finest light is needed at lowest operating cost.

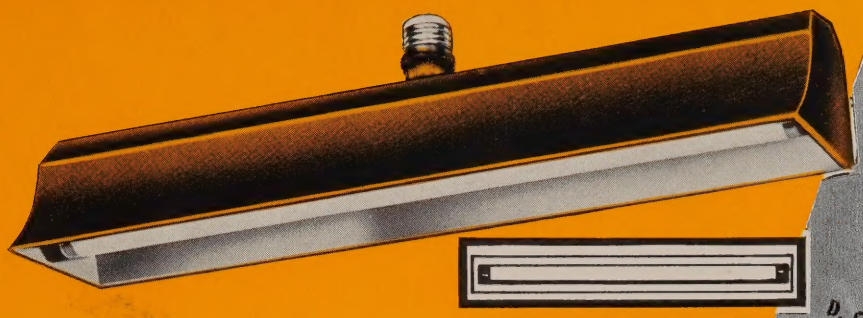
Check these Fluor-o-lite Advantages

- No installation cost. Install as easily as a lamp bulb.
- Cuts electrical bills because low wattage fluorescent lamps provide quadruple the footcandle power of incandescent lamps having the same wattage.
- Increases amount of light without overloading present power-lines.
- Avoids costly installation to increase electrical capacity.
- Creates white, glareless, day-like light, restful to your eyes and perfect for matching colors.
- 50% cooler than ordinary light. Comfortable.
- The first really quiet fluorescent light.
- Casts no shadow, hence is ideal for artists, watchmakers, or others doing exacting visual work.
- Fingertip pressure swivels fixture to concentrate in ANY DIRECTION.

FOR COUNTER DISPLAYS. Here is the *Dramatic* Way to light displays. Only this cool fluorescent light can be used for displaying perishable merchandise. Fluor-o-lite gives four times more light per watt than a filament lamp . . . Yet generates less than half the heat.

DRAFTING ROOMS. Artists and draftsmen everywhere are switching to the sensational new fluorescent light because it is shadowless, glareless, and restfully cool. Shows colors perfectly. Once this lamp has been used over a drawing board, no other light will be acceptable.

THE LIGHT OF 10,000 USES



MODEL 118—ONE BULB

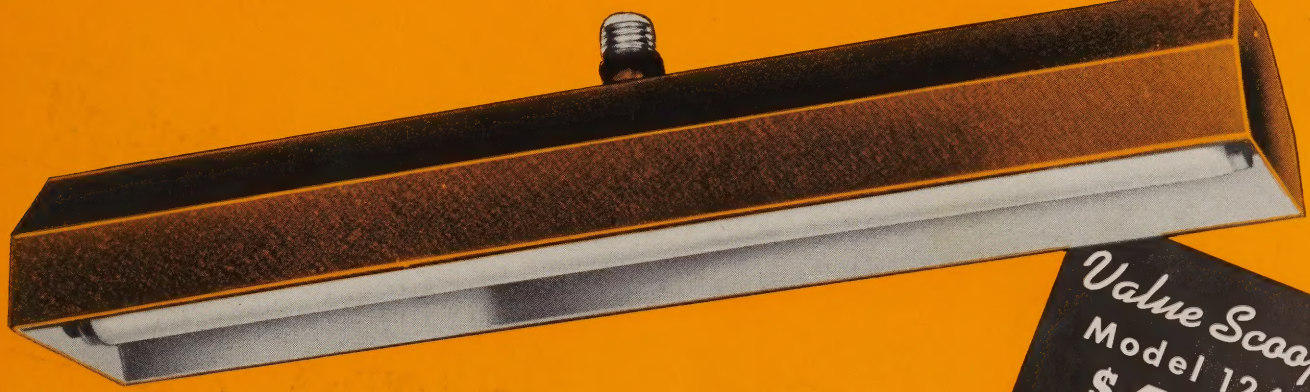
MODEL 118

Solidly constructed, but light in weight — only 2⅞ lbs. The striking, cocoa-brown wrinkle finish is extremely tough, practically scratchproof, chipproof. An attractive fixture in any setting. Heat-treated aluminized inner surface, for even, glareless, widespread light. Built-in ballasts, newest style automatic starters. For use with one T-8—18", 15 watt fluorescent lamp. Works on 110-125 volt, 60 cycle A.C. Packed one to a carton. Shipping weight 3½ lbs. Dimensions: 18" long, 5" wide, 3½" high.

Value Scoop
Model 218
$4.95
LESS LAMP
D. C. model is $1 more

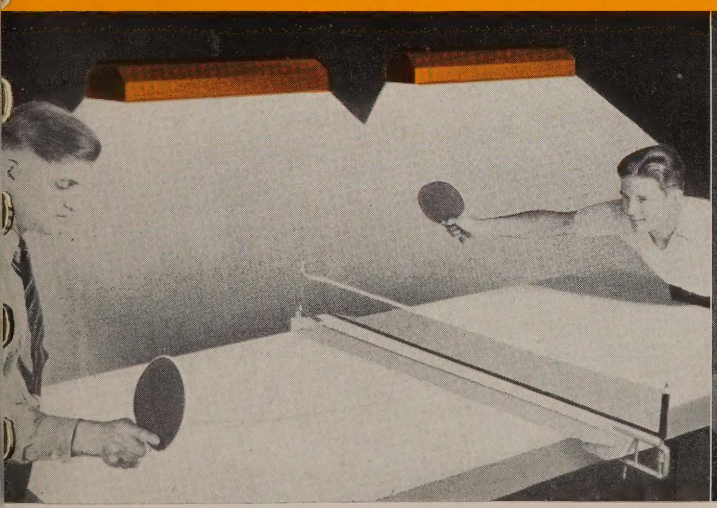
MODEL 218—TWO BULBS
Same as 118B, but takes TWO T8—18", 15 watt fluorescent lamps.

Value Scoop
Model 218
$7.95
LESS LAMPS
D. C. model is $2 more



For lighting larger areas this 20 watt unit is ideal. Same construction as above models, except for size. Same handsome cocoa-brown wrinkle-finish, and aluminized inner surface. Dimensions: 24" long by 5" wide by 3½" high. Net weight 3⅛ lbs. Uses one T12—24", 20 watt fluorescent lamp. Works on 110-125 volt, 60 cycle A.C. Shipping weight 3¾ lbs.

Value Scoop
Model 124
$6.95
less bulb
D. C. model is $1 more



GAME ROOMS. Fluor-o-lite is just the sturdy fixture for use in game rooms over ping-pong, billiard or card tables. Not only will this splendid fixture take a lot of punishment, but its coverage is sufficient to flood the entire playing area with strong but restful light.

FACTORY. This light is "just what the doctor ordered" for the workbench. Provides potent, glareless light, suitable for the most delicate, sight-straining operations. Yet it costs a fraction as much to use as ordinary light, and reduces accidents.

MAKE "DAYLIGHT" IN A TWINKLING WITH Fluor-O-Lite FLUORESCENT LIGHT

Take out a bulb . . . screw in Fluor-o-lite . . . that's all!

USE FOR

Merchandise Display
Watchmakers Bench
Kitchen Illumination
Morticians Lighting
Window Lighting
Inspection Work
Color Matching
Reading Rooms
Drafting Rooms
Drawing Tables
Bowling Alleys
Game Rooms
Laboratories
Print Shops
Factories
Garages

IT'S ADJUSTABLE!

Fluor-O-Master

FLUORESCENT WORK LAMP

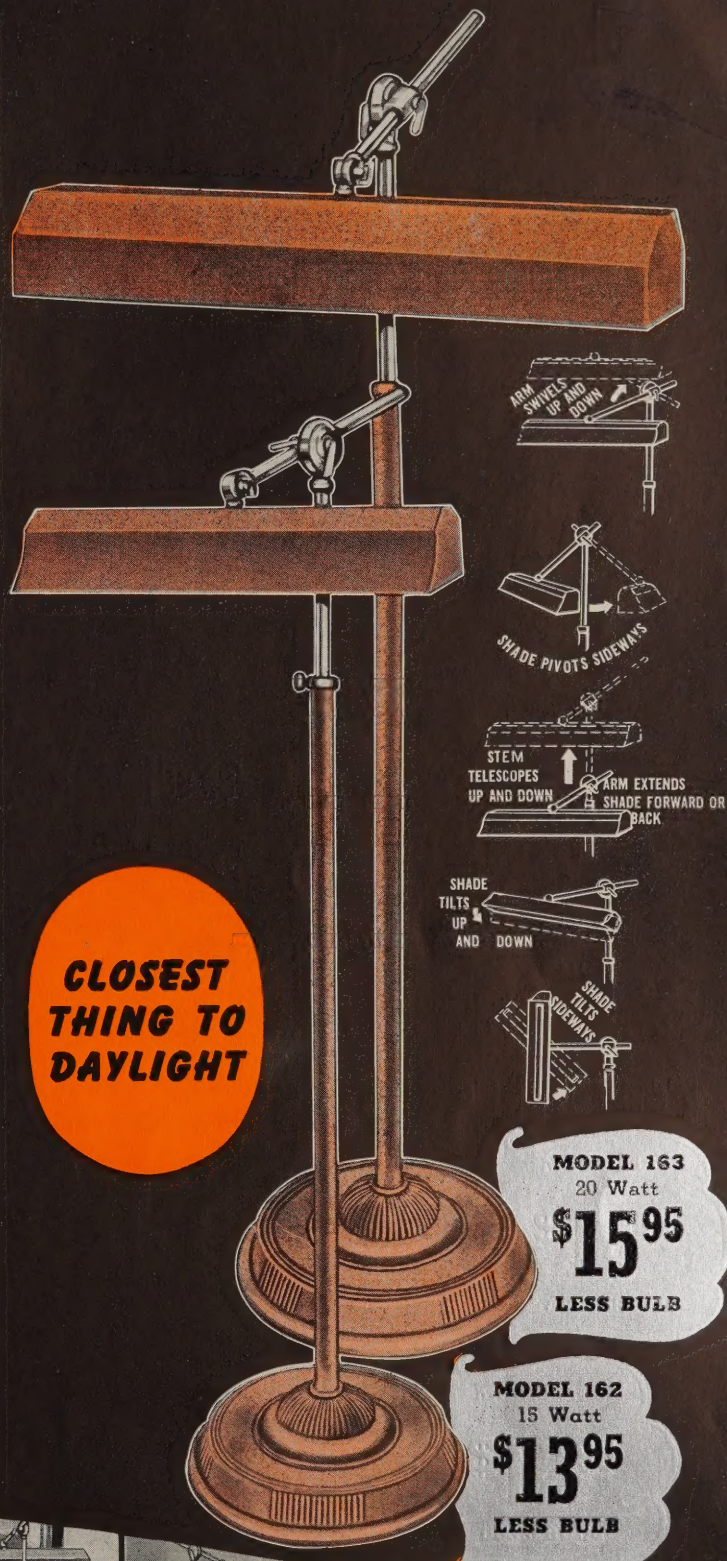
A PRODUCT OF ELECTRO MANUFACTURING CO., CHICAGO

- ★ SILENT... NO RADIO INTERFERENCE
- ★ 50% COOLER
- ★ GLARELESS, SHADOWLESS DAY-LIKE LIGHT
- ★ PERFECT FOR COLOR-MATCHING
- ★ ADJUSTABLE IN ALL DIRECTIONS
- ★ USES FAR LESS ELECTRICITY
- ★ ATTRACTIVE, DURABLE FINISH

FOR anyone who requires the most perfect, restful, glareless illumination that science has yet devised, this is the answer to a prayer! This lamp can be adjusted in any direction and is the most flexible unit ever offered. Ideal for situations in which the ordinary desk type lamp cannot be used. You can concentrate on your work because it is absolutely silent.

MODEL 163 Height can be adjusted from 43″ to 63″. Horizontal arm supporting shade can be extended forward 12″ and can be swung in any direction. Shade itself can be tilted up or down, forward or back, or sideways as desired. 12′ Underwriter's Approved cord and plug. Very heavily weighted 12″ base and solid, lifetime construction. Finished in enduring, baked-on chocolate wrinkle and satin chrome. Shade is 24″ long, 5½″ wide. Takes one T-12 twenty-four inch 20-watt fluorescent bulb. Packed in individual shipping cartons. Weight 20 lbs.

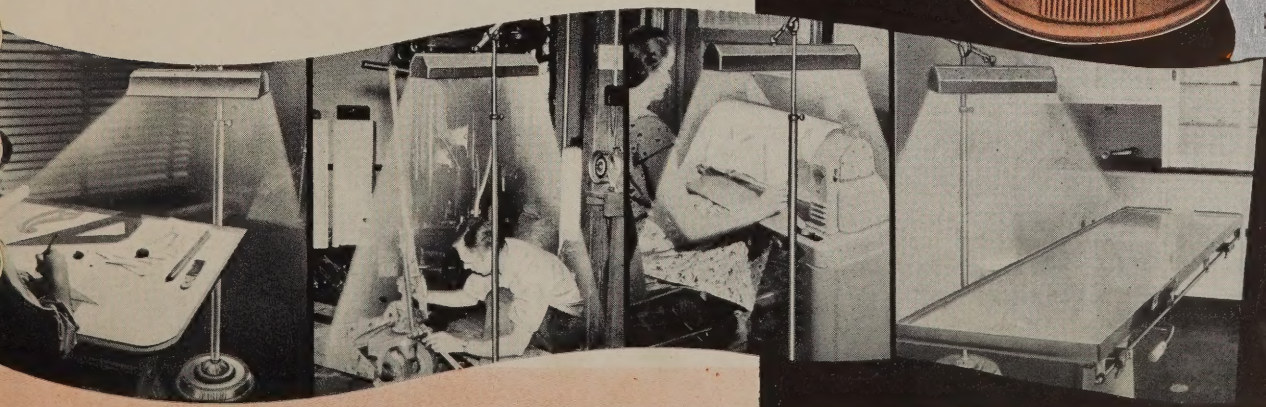
MODEL 162 Same as above except it takes one T-8 eighteen inch 15-watt fluorescent bulb, and shade is 18″ long, 4″ wide.


ARM SWIVELS UP AND DOWN
SHADE PIVOTS SIDEWAYS
STEM TELESCOPES UP AND DOWN
ARM EXTENDS SHADE FORWARD OR BACK
SHADE TILTS UP AND DOWN
SHADE TILTS SIDEWAYS

CLOSEST THING TO DAYLIGHT

MODEL 163
20 Watt
$15.95
LESS BULB

MODEL 162
15 Watt
$13.95
LESS BULB



FOR DOCTORS, DENTISTS, ARTISTS, MECHANICS, STENOGRAPHERS, AND HOUSEHOLD USE

100% ADJUSTABLE

Fluorescent

BENCH LAMP

Fluor-O-Master

A PRODUCT OF ELECTRO MANUFACTURING CO., CHICAGO

AT LAST, a bench lamp which provides daylight brilliance without heat, without glare, without shadow! Throws light just where you want it—completely adjustable in all directions. Anyone who needs a specially restful yet powerful illumination will appreciate Fluor-o-Master. Available in screw-on or clamp-on models.

MODEL 160 Built to stand the test of time, this sturdy light is finished in handsome, baked-on, chocolate wrinkle-finish. Shade 18″ long can be adjusted from 14″ height to 26″ height. A sliding horizontal arm will extend shade 16″ forward. Takes one T-8 eighteen-inch 15-watt fluorescent bulb. 9 ft. Underwriters Approved cord. Shipping weight 8 lbs. List, less bulb.... **$9.95**

MODEL 161 Same as above with screw on flange for flush mounting. List, less bulb..... **$9.95**

MODEL 158 Standard and clamp similar to Model 160 but with 24″ long shade and takes one T-12 twenty-four-inch 20-watt fluorescent bulb. List, less bulb..... **$11.95**

MODEL 159 Same as above but with screw on flange for flush mounting. List, less bulb..... **$11.95**

COUNTLESS USES FOR ARTISTS, GARAGES, FACTORIES, HOMES, OFFICES, ON WALLS, BENCHES OR CEILING

ARM SWIVELS UP AND DOWN
SHADE PIVOTS SIDEWAYS
STEM TELESCOPES UP AND DOWN
ARM EXTENDS SHADE FORWARD OR BACK
SHADE TILTS UP AND DOWN
SHADE TILTS SIDEWAYS

FINEST PROFESSIONAL LAMP EVER MADE

- 50% Cooler
- Glareless, Shadowless, Brilliant
- No Radio Interference
- 4 Times More Light per watt
- Perfect for Color Matching
- Adjustable in All Directions

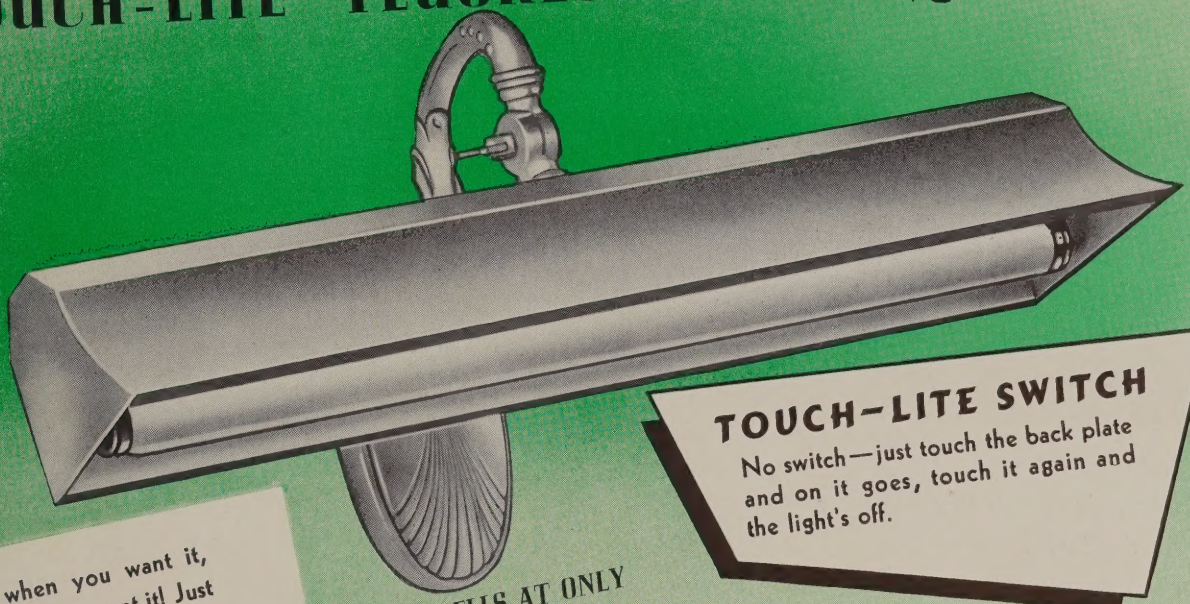
FLUOR-O-MASTER PRODUCTS

Printed in U.S
Bulletin No. 1

PRICES SLIGHTLY HIGHER WEST OF ROCKIES

Fluor-O-Master

"TOUCH-LITE" FLUORESCENT PIN UP LAMP



TOUCH-LITE SWITCH

No switch—just touch the back plate and on it goes, touch it again and the light's off.

LIGHT when you want it, where you want it! Just hang Fluor-O-Master on the wall like a picture and plug into any wall socket . . . instantly you've got a cool, brilliant, glareless fluorescent light that you can spot exactly where you want it by simply adjusting the convenient swivel shade.

This beautiful fluorescent fixture has a thousand and one uses throughout offices, homes, stores, institutions and laboratories—in fact in any situation in which a really potent light is needed.

Nothing to assemble, nothing more to buy. This is an entirely self-contained, completely wired, "packaged" unit ready for instant use.

Like all other fixtures in the Fluor-O-Master line, the "TOUCH-LITE" pin-up provides you with from four to five times more illumination per watt of electricity consumed than ordinary incandescent lights.

Made also in Special Streamlined Model

BULLETIN No. 105
PRINTED IN U.S.A.

AND IT SELLS AT ONLY

$8.95 LESS BULB

MODEL 145

—this fixture is appropriate and attractive in any setting. Hang on wall as easily as a picture. Dimensions: 18" long. Extends 9½" from wall. Shipping weight 6 lbs. Takes one T-8 fifteen watt fluorescent bulb. Made for 110-125 Volt AC only. Adjustable swivel socket to guide light in any direction. Handsomely finished in antique ivory, rich wrinkled bronze or ultra modern aluminum

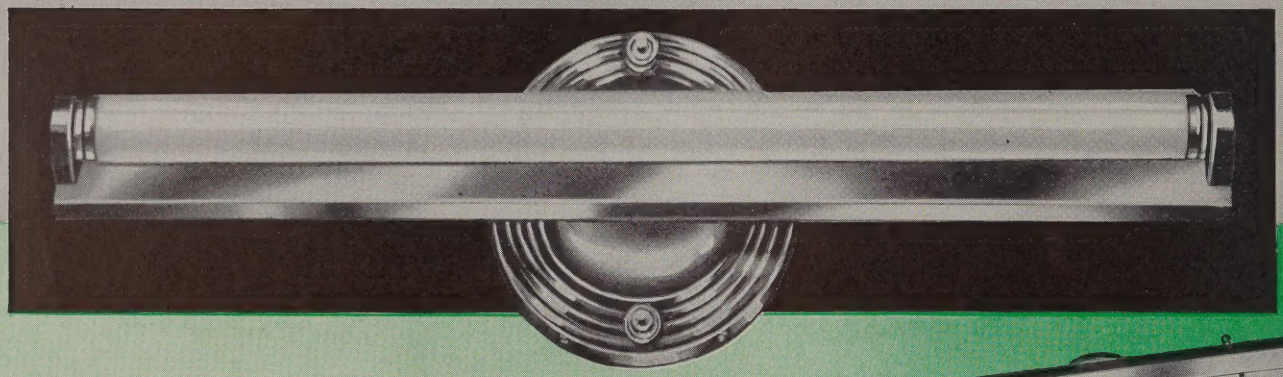
Hundreds of USES!

- BED LAMP
- RESTAURANT BOOTHS
- MAKE-UP TABLES
- LIVING ROOMS
- FACTORY BENCHES
- CASHIER'S CAGES
- BATHROOMS
- FITTING ROOMS
- OFFICES
- KITCHENS

Fluor-O-Master

INSTAL-A-LITE FLUORESCENT PIN UP LAMP

JUST HANG IT ON THE WALL LIKE A PICTURE

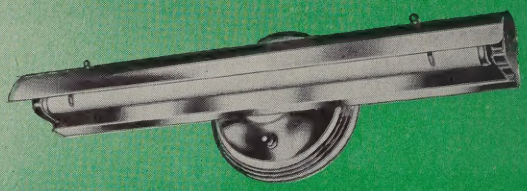


Modern as air travel, this handy, versatile fluorescent pin-up lamp is the last word in lighting. Its simple lines are extremely graceful, and serve to beautify any room in which this unit is placed. To install, just hang it on the wall like a picture from a nail or picture hook and plug into any wall socket. Can be hung up vertically or horizontally. Provides cool, highly diffused, sight-saving illumination at a quarter of the cost of ordinary incandescent lighting. Lovely over a mirror, in a restaurant booth, in a bathroom, fitting room, and in any room in the home.

MODEL 146

Attractively constructed of gleaming, polished chrome. Uses one T-8 fifteen watt fluorescent lamp. Works on 110-125 Volt AC. Shipping weight 3 ½ lbs. 18" long. Extends 4½" from wall. 5" wall-plate diameter.

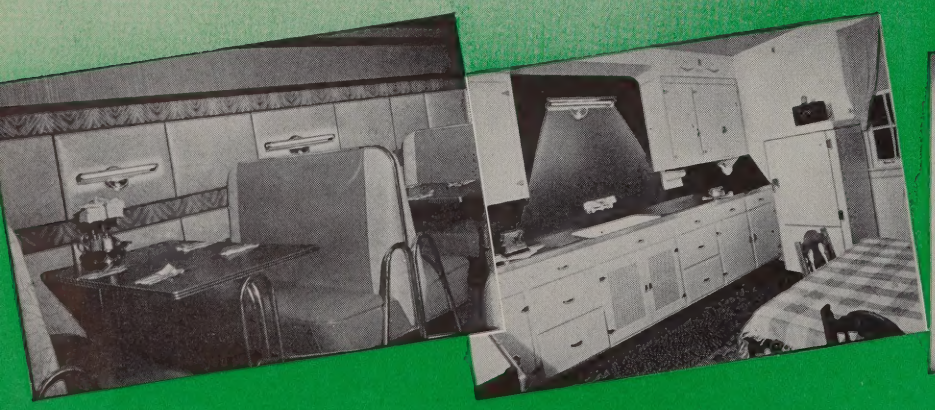
$5.95 LESS BULB

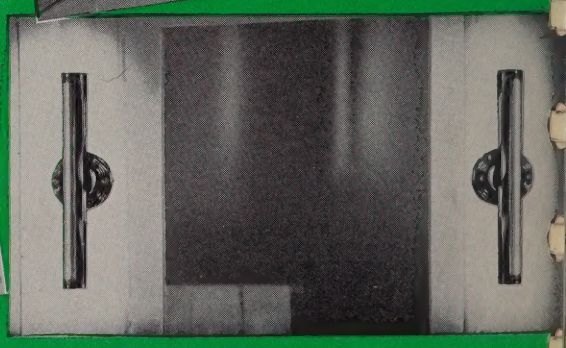


MODEL 147

Same as Model 146 shown above, except for gleaming, chrome-plated removable, adjustable reflector Uses one T-8 fifteen watt fluorescent lamp. Clamps on to the bulb so as to direct rays and shade light. 110-125 Volt AC. Shipping weight 3½ lbs.

$6.95 LESS BULB





ELECTRIC MANUFACTURING CO.

CEILING LIGHT OR WALL LIGHT FOR KITCHEN • DINETTE • FITTING ROOM • BATHROOM • MIRRORS • BARS • RESTAURANT BOOTHS

Fluor-O-Master ARROW

Trade Mark Reg. U. S. Pat. Office

FLUORESCENT WALL BRACKETS

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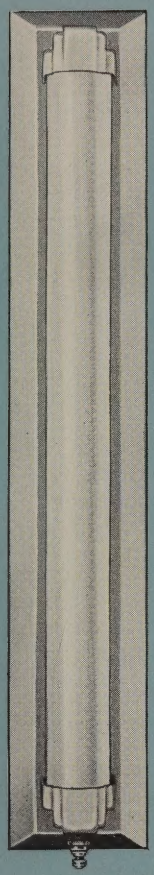
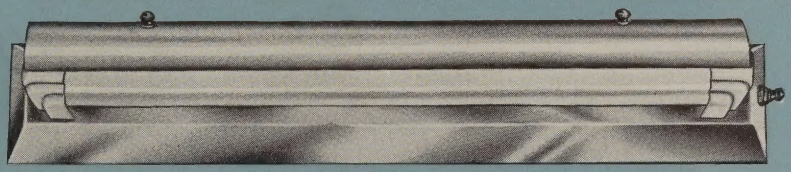
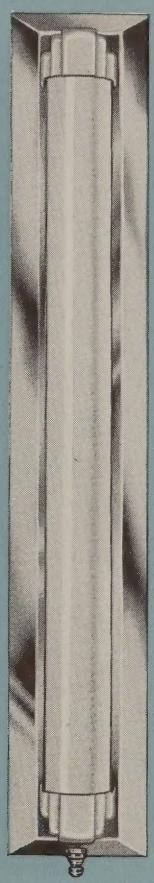


There is distinction and elegance in the simple, functional, graceful lines of the new Fluor-O-Master Arrow. It is the most highly adaptable light on the market . . . can be used for a ceiling light, a wall bracket, a mirror light, a picture light. Very attractive and efficient for bathroom, kitchen, restaurant booth, fitting room, bar, powder room, or beauty parlor. Each bracket equipped with individual switch control. Convenience outlet on side at small extra cost.





MODEL 305—Handy adjustable reflector shield concentrates and directs light in desired direction. Similar in other respects to Model 302 shown at right. Base and reflector both are of gleaming, polished chromium. 110-120 Volt 60 cycle A.C. Ship. Wt 5 lbs. High power factor correction **$3.00** extra.

$7.95 LIST LESS LAMPS

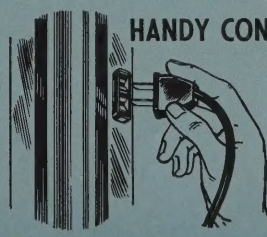
MODEL 306—Same as Model 305 but with convenience outlet. List, less lamps, **$8.30.**

Standard package on all models—6. All Prices slightly higher West of Rockies. Union Made by Members of the International Brotherhood of Electrical Workers, A. F. of L.

MODEL 300—Baked white enamel finish. Easily replaceable starting fuses. Underwriters' Approved. Takes one 15-watt fluorescent lamp. 110-120 Volt 60 cycle A.C. Base dimensions: 20″ x 3¼″ x 2″ high. Shipping Weight 5 lbs. High power factor correction **$3.00** extra.

$5.95 LIST LESS LAMPS

MODEL 301—Same as Model 300 but with convenience outlet. List, less lamps, **$6.30.**



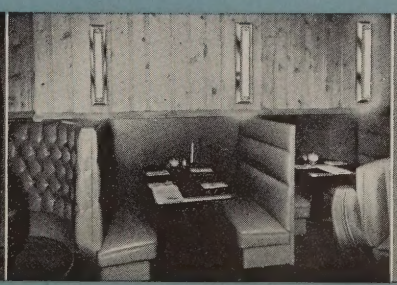
HANDY CONVENIENCE OUTLET

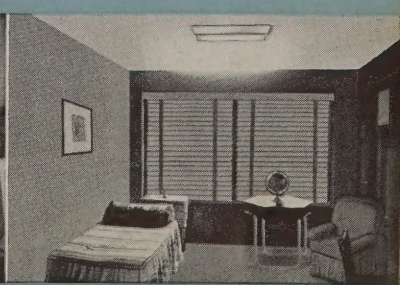
Ideal for electric shaver and other appliances. Small extra cost

MODEL 302—Base is of lustrous polished chromium, otherwise same as Model 300. Takes one 15-watt 15″ fluorescent lamp. Underwriters' Laboratory Approved. 110-120 Volt 60 cycle A.C. Shipping Weight 5 lbs. High power factor correction **$3.00** extra.

$6.95 LIST LESS LAMPS

MODEL 303—Same as Model 302 but with convenience outlet. List, less lamps, **$7.30.**



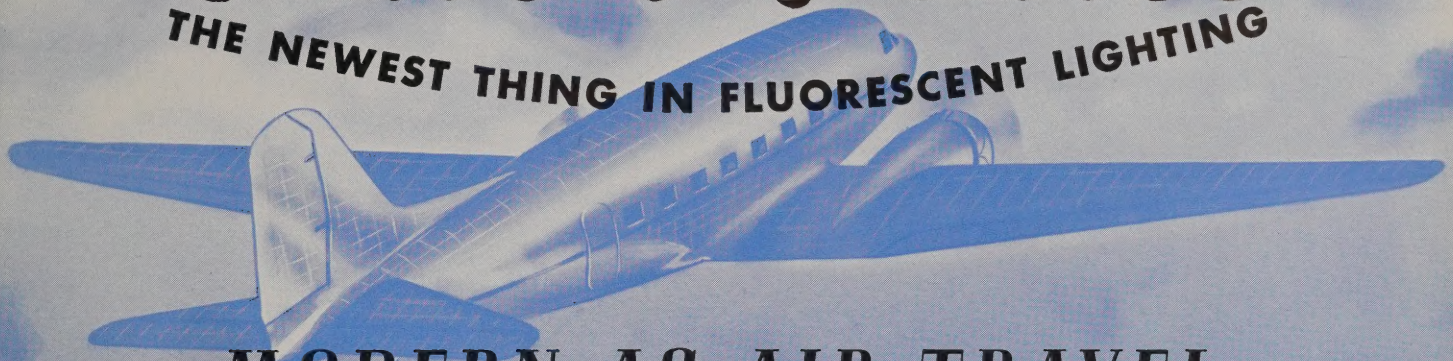


FLUOR-O-MASTER PRODUCTS
PRINTED IN U.S.A.

ELECTRO'S LATEST FLUOR-O-MASTER

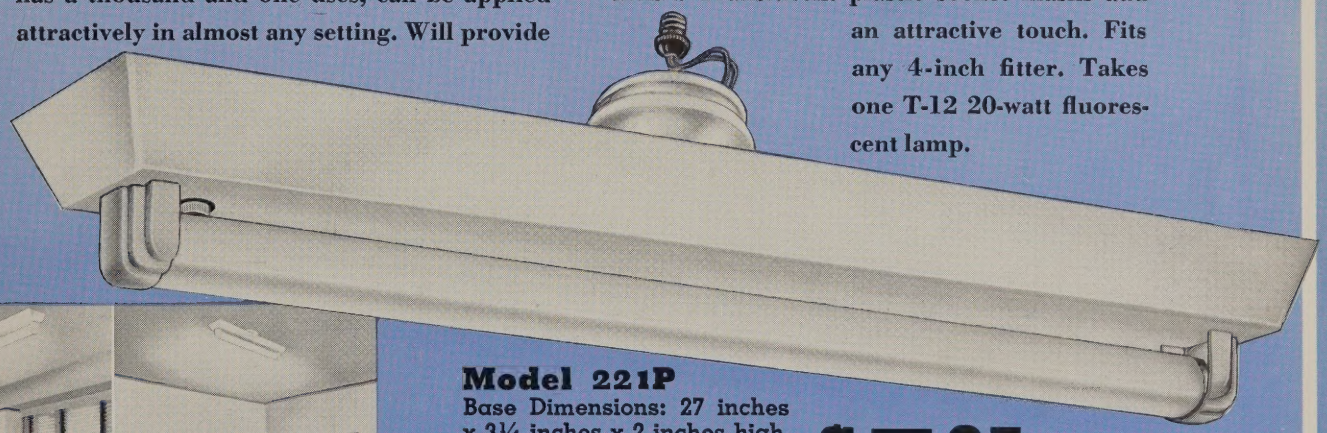
Fluor-O-Plane

THE NEWEST THING IN FLUORESCENT LIGHTING



MODERN AS AIR TRAVEL

YOU asked for it! Here it is . . . The new Fluor-O-Master single lamp, streamlined adapter unit. Simple and completely functional as an airliner, it is the most compact adapter on the market. One of the most versatile of the Fluor-O-Masters, the Fluor-O-Plane has a thousand and one uses, can be applied attractively in almost any setting. Will provide powerful, inexpensive, beautiful illumination in bedrooms, sun parlors, beauty parlors, bathrooms, kitchens, restaurant booths, small living rooms and dining rooms, corridors and halls, and countless other locations too numerous to mention. Lustrous white enamel finish. Translucent plastic socket masks add an attractive touch. Fits any 4-inch fitter. Takes one T-12 20-watt fluorescent lamp.



Model 221P

Base Dimensions: 27 inches x 3¼ inches x 2 inches high. For 110-120 volt, 60 cycle A.C. High power factor correction $3.00 extra, D.C. $1.00 extra. Ship. Wt. 5 lbs. Standard package—6.

$5.95 LIST LESS LAMP

All Prices slightly higher West of Rockies. Union Made by Members of the International Brotherhood of Electrical Workers, A. F. of L.

FLUOR-O-MASTER PRODUCTS

BULLETIN 130

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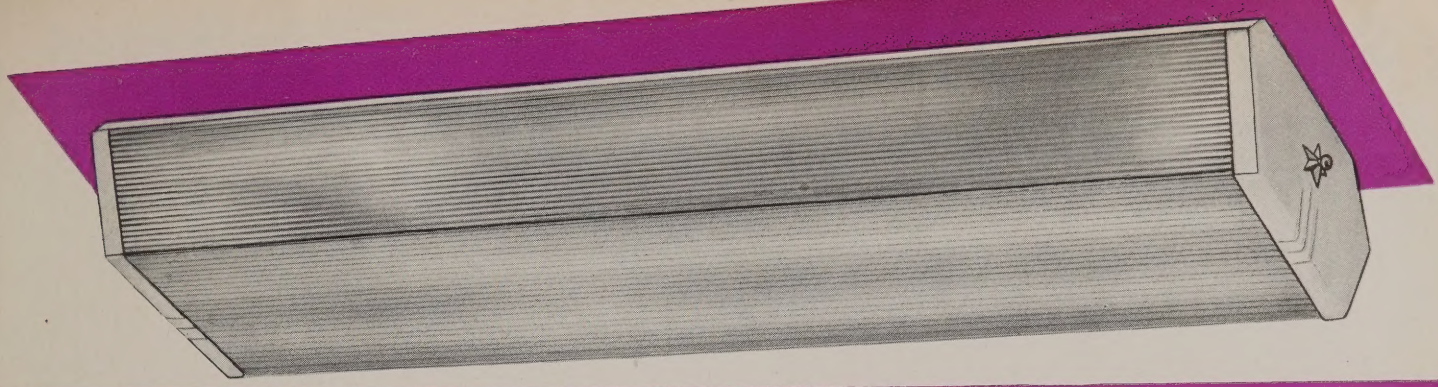


Orchids

TO OUR DESIGNER...

for the new

FLUSH MOUNTED

Fluor-O-Master

Trade Mark Reg. U.S. Pat. Office

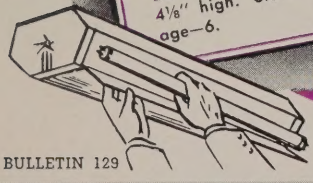
TRIUMPH

For KITCHENS • BEDROOMS • BATHROOMS
SUN PARLORS • LIVING ROOMS • DINING ROOMS

MODEL No. 225. Takes two T-12 twenty-four inch fluorescent lamps. Operates on 110-120 volt A.C., 60 cycles. Special voltages and/or frequencies available on order. Power factor correction $3.50 extra. Shipping weight 10½ lbs. Dimensions: 25" x 9¼" x 4⅛" high. Standard Package—6.

$10.95 LIST LESS LAMPS

UNDERWRITERS LABORATORIES APPROVED



Glass shields are hinged so lamps may be replaced without taking fixture down

THERE are dozens of places in any home for this beautiful, yet amazingly inexpensive unit. Its two 20 watt lamps provide great quantities of cool *daylight*. Skytex glass shields prevent glare and give this Fluor-O-Master a sleek, expensive look completely unexpected at this low price. Ends are finished in gorgeous new white "liquid plastic". Glass shields are hinged for easy replacement of lamps.

Prices Higher West of Rockies. Union Made by Members of I.B.E.W., A.F. of L.

BULLETIN 129

• Note how the Fluor-O Master Triumph glamourizes this kitchen. As efficient as it is attractive, the Triumph is the ideal light where a flood of cool, glareless illumination is required.

• The Triumph combines outstanding attractiveness with the most advanced engineering. Every type of room is made more lovely by this glorious fixture. Economical in operation, too.

FLUOR-O-MASTER PRODUCTS

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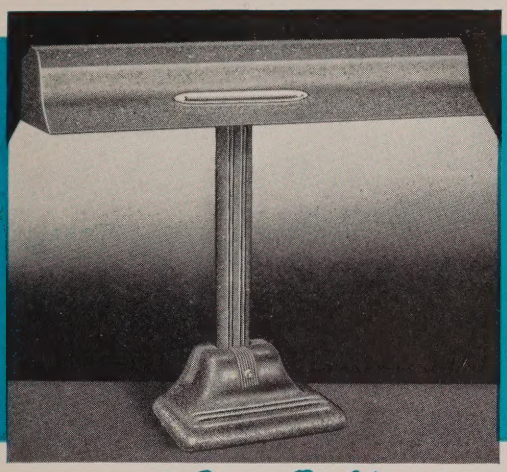
AMAZING DESK LAMP VALUES

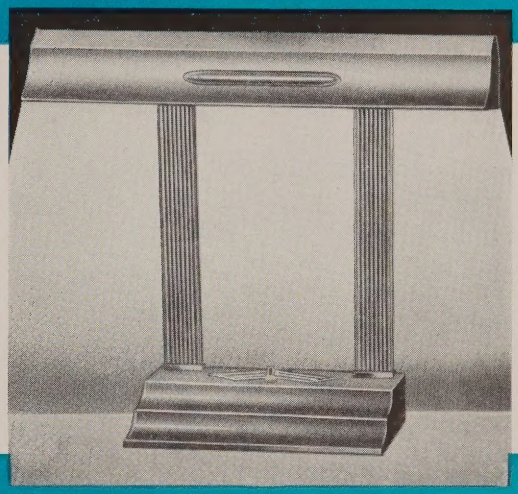


Fluor-O-Master CHAMPION

Trade Mark Reg. U. S. Pat. Office

MODEL 142 AN AMAZING VALUE. Here is the greatest fluorescent lamp buy since the invention of this modern type of lighting. A superbly styled lamp, finished in rich wrinkled bronze. Banish eye strain once and for all with oceans of brilliant, glareless illumination. Brings daylight into your office to stay! It is the coolest light in history. Uses T-8 fifteen watt fluorescent lamp. Shade 18" long, 4" wide, 2¾" deep. Chip-proof white enamel reflector surface. 110-120 volt, 60 cycle A.C. D.C. $1.00 extra. Shipping Wt. 10 lbs. Standard Package—6.

$6.95 List Less Lamp



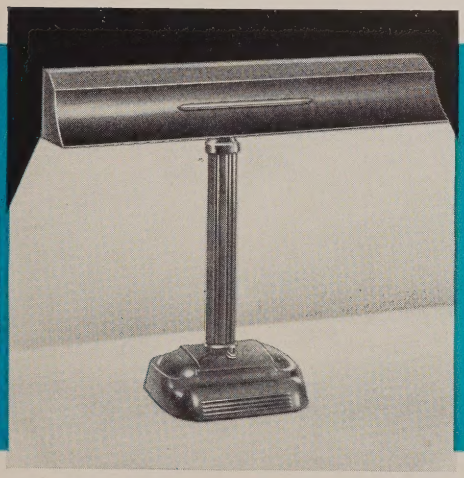
Fluor-O-Master CHAIRMAN

Trade Mark Reg. U. S. Pat. Office

MODEL 151 Lighting luxury reaches a climax in this distinctive desk lamp. The Fluor-O-Master Chairman bathes the entire surface of your desk with powerful, yet completely glareless, cold light. Quality and craftsmanship is typified by the Chairman's simple, handsome lines and attractive brown wrinkle finish. Takes 15 watt T-8 lamp. 18" shade. Underwriter's approved electrical parts. Chip-proof white enamel reflector surface. For 110-120 volt, 60 cycle A.C. D.C. $1.00 extra. Shipping Wt. 12 lbs. Standard Package—6.

$10.95 List Less Lamp

MODEL 150—Bronze Plated. List, less lamp $12.95



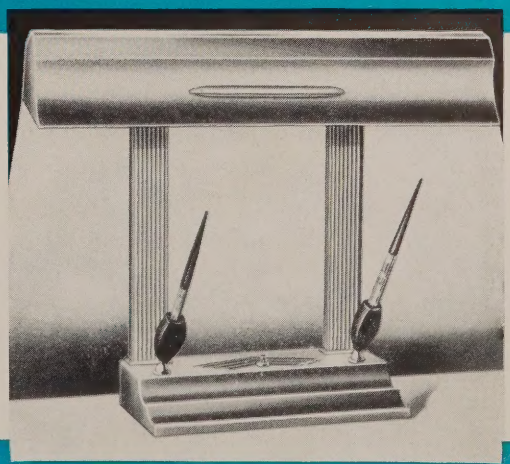
Fluor-O-Master EXECUTIVE

Trade Mark Reg. U. S. Pat. Office

MODEL 143 A streamlined beauty! A desk lamp of true executive caliber. Finished in rich brown wrinkle, it will lend prestige and dignity to any office. Its COOL light covers the surface of your desk uniformly and completely as a tablecloth. No reflection, no glare. A treat for the eyes . . . in every way! Shade 18" long, 4" wide, 2¾" deep. Chip-proof white enamel reflector surface. Takes 15 watt T-8 lamp. Base 10½" x 6½". For 110-120 volt, 60 cycle A.C. D.C. $1.00 extra. Shipping Wt. 10 lbs. Standard Package—6.

$8.95 List Less Lamp

1941, Electro Mfg. Co.



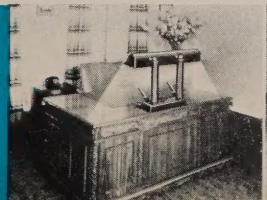
Fluor-O-Master PRESIDENT

Trade Mark Reg. U. S. Pat. Office

MODEL 135 Discriminating men who demand the best will appreciate this superb lamp. The President's distinguished lines and magnificent Banker's Bronze Plated finish are worthy of a place on the finest desk. Equipped with a genuine Wahl Eversharp Lifetime desk fountain pen and matching pencil. The 15 watt T-8 lamp provides amazingly cool light in tremendous quantities, restful illumination evenly distributed across the entire surface of your desk —without glare, without shadow. 110 volt, 60 cycle A.C. D.C. $1.00 extra. Shpg. Wt. 12 lbs. Standard Package—6.

$35.00 List Less Lamp

All Prices slightly higher West of Rockies. Union Made by members of the International Brotherhood of Elec. Workers, A. F. of L.



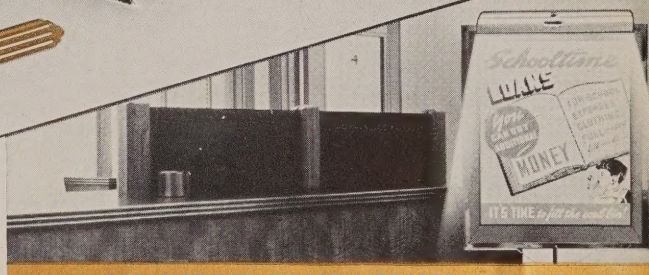
FLUOR-O-MASTER PRODUCTS

THE NEW WAY TO READ IN BED!

Fluor-O-Master

SILENT FLUORESCENT BED LAMP

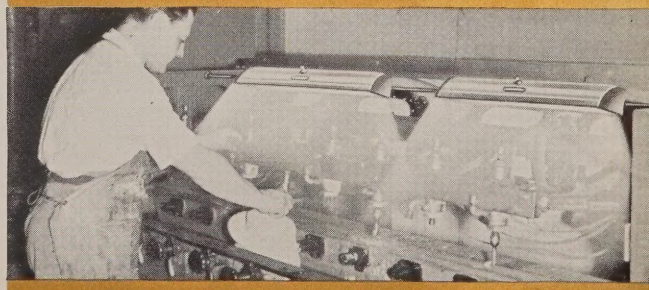
$4.95 LESS BULB



FOR PICTURES, BULLETIN BOARDS, MIRRORS, WINDOW POSTERS

It's a Beauty!

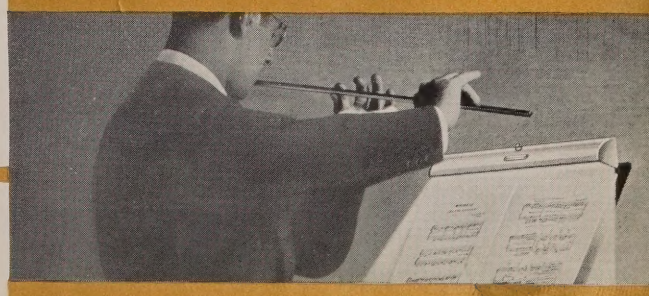
Easier on the Eyes! Cooler than any Bed Lamp You've Ever Tried



FOR FACTORIES, CASHIER'S CAGES, OFFICES AND OTHER COMMERCIAL USES

MODEL 125 There is nothing like a fluorescent bed lamp for real reading comfort. Fluor-O-Master is far cooler than ordinary light, extremely attractive in appearance—and it eliminates all possibility of eye-strain, thanks to the glareless, shadowless, restful brilliance of its scientifically directed rays. Built-in radio interference eliminator. Can't scratch bed. Available in walnut, ivory, or bronze. Uses T-12 fourteen watt fluorescent bulb. Length 15″, width 3½″, height 2″. Shipping weight 3½ lbs., packed one to a carton. **$4.95**

Special Model 50 or 60 cycle, High Power factor, 110 to 120 volts, A.C. or D.C. **$5.95**



FOR MUSIC STANDS, MERCHANDISE DISPLAYS

FLUOR-O-MASTER PRODUCTS

BULLETIN NO. 107

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PRINTED IN U.S.A.

Soft-Glo BED LAMP

SCIENTIFIC READING LIGHT
All the Light You Want Without Glare or Shadow

GORGEOUS STREAMLINE DESIGN IN RICH WOOD-GRAINED WALNUT BAKELITE

PATENTED DES. 125565
OTHER PATS. PENDING

THIS superbly styled bed lamp is without doubt the greatest value on the market. The gracefully designed housing is of durable bakelite in a rich, brown walnut-grain finish. As efficient as it is attractive, the Soft-Glo is scientifically designed for maximum reading comfort with diffused illumination. Rubber covered, flexible clamps attach the lamp securely without marring finish of bed. Equipped with positive on-off switch and 6 foot Underwriters' approved rubber covered cord and plug. Individually boxed. Unconditionally guaranteed against any mechanical or electrical defect. Packed 12 to a carton—Shipping weight 19 lbs.

- BEAUTIFUL
- PRACTICAL
- DURABLE
- NO GLARE
- LOW IN PRICE
- GUARANTEED

MODEL No. 444

WALNUT
IVORY—ROSE
BLUE—GREEN

$1.45 EA.
LIST PRICE

BULLETIN NO. 122
PRINTED IN U. S. A.

THE NEW *Deluxe* MODEL

Nite Tyme BED LAMP

IN GORGEOUS PLASTIC

MODEL 445

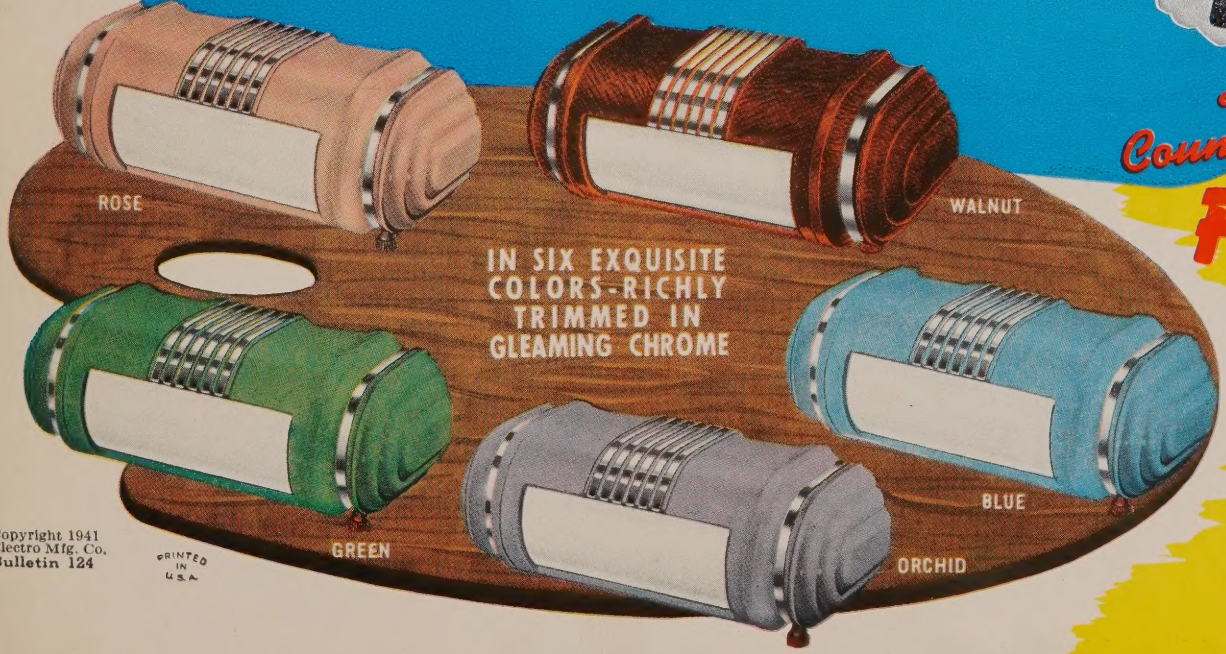
IVORY

U. S. Pat. No. 125,565
Other Pat. Pending

MOST BEAUTIFUL BED LAMP ON THE MARKET

AN outstandingly lovely bed lamp that is proving to be a sales sensation. Smartly styled case is a combination of lustrous bakelite and sparkling chrome. Six striking colors. Scientific design provides glare-free, diffused light ideal for reading comfort. Rubber covered adjustable clamps attach lamp firmly without marring bed. 6 foot Underwriter's approved cord. Unconditionally guaranteed against mechanical or electrical defects. Individually boxed. Standard color assortments. Packed 12 to carton; shipping weight 20 pounds.

$1.75 LIST PRICE



Handsome Counter Rack

FREE

WITH ONE DOZEN LAMPS

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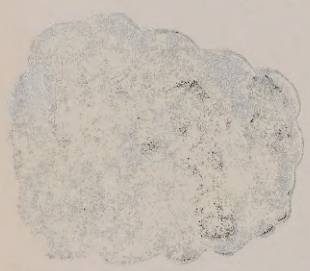
Electro Mfg. Co.
Bulletin 124

PRINTED IN U.S.A.



A RED HOT ITEM!

Fluor-O-Glow

PAT. APPLIED FOR

PLASTIC SOCKET MASKS

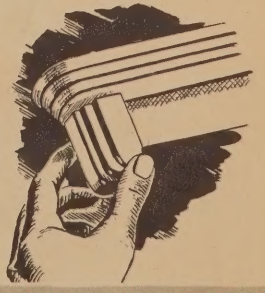
To Beautify FLUORESCENT FIXTURES

20¢ EA.

JUST SNAP ON OVER SOCKET

Sturdy Spring Clamp Is Fastened to Inside of Mask.

Just Snap Mask Over Socket End and Spring Holds It.



A brand new device that is certain to appeal to every fluorescent user! Smartly styled plastic masks, snapped on in an instant, that further increase the beauty of fluorescent fixtures. Made of lustrous, white plastic, they softly glow when the fixture is in operation. Durable, easy to attach, and priced extremely low; Fluor-O-Glow is undoubtedly one of the most sensational items of the year.

FLUOR-O-MASTER PRODUCTS

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BULLETIN 121

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